



Ministry for the
Environment
Manatū Mō Te Taiao

Measuring the national “Reduce Your Rubbish” campaign

TAKE ACTION

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Incorporating the
Conversion™ Model



Winner of Market Research Effectiveness Awards

Platinum Award for Innovation 2000
Platinum Award for Consumer Services Research 2000
Highly Commended for Social & Community Research 2000
Highly Commended for Business to Business Research 2002
Highly Commended for FMCG/Consumer Durables Research 2002

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Background

The Ministry for the Environment identified a growing gap between the image of New Zealand’s “clean, green environment” and the reality of problems such as poor water quality, waste and loss of biodiversity.

It is believed that New Zealanders need to understand that we do have environmental problems and acknowledge that they are an important part of the solution.

Based on the Auckland Regional Council’s “Big Clean Up” campaign, the Ministry for the Environment, along with 11 regional councils, developed a nationwide “Reduce Your Rubbish” campaign to encourage householders to reduce their rubbish.

The Minister’s objective for this project is, through the quantitative research and evaluation, to determine the effectiveness of such a campaign in terms of increasing people’s awareness, understanding and changes in behaviour with respect to rubbish.

The ‘Reduce Your Rubbish’ Campaign was undertaken between April and June 2003.

The Ministry for the Environment commissioned Research Solutions, the current provider of ARC’s “Big Clean UP” research, to conduct the nationwide research.

Methodology

The nationwide survey incorporates 10 Regional Councils (Northland, Hawkes Bay, Taranaki, Waikato, Horizons MW, Wellington Marlborough, Canterbury, Otago, Southland), analysing the data gathered in conjunction with the data gathered in the Auckland region, under a separate contract with the Auckland Regional Council.

Sample size

A total of 400 telephone interviews each (40 interviews per region except Auckland) were conducted for the benchmark and the follow-up. In addition, the data from the ongoing ARC monitor was used for the Auckland region (80 interviews per sweep, which were down-weighted).

A sample size of 40 interviews per region was chosen, rather than one tied to the population split, to allow sub-sample analysis for each of the participating regions.

Sample definition

To provide a sample that represents people across the regions rather than households a genuinely random sample of all adults (aged 15 years or older) was taken. Quotas were set to balance the gender split, and to ensure that single person / retired households are not over-represented.

Interviewing

Respondents were telephoned by Research Solutions interviewers, who were fully trained and briefed on the conduct of this survey.

The pre-campaign interviews were conducted by telephone in March 2003, with the post-campaign being conducted in June 2003, both surveys taking in general 20 – 25 minutes to complete.

The combined response rate (Auckland and nationwide) was 42% for the pre-campaign and 37% for the post-campaign. This is higher than the response rates for Auckland’s ‘Big Clean Up’ campaign, which are normally around the late twenties. It also highlights the fact that the environment is indeed an important issue for all New Zealanders, with other (eg. brand related) population surveys normally achieving response rates between 20-35%.

Margin of Error

A survey sample, correctly selected, has a statistical margin of error that relates solely to the sample and population size. Essentially, the maximum margin of error on the sample chosen needs to be smaller than the minimum shift in attitude that is expected as a result of any particular part of the campaign.

A sample size of 480 respondents in total per sweep (including 80 interviews in Auckland, which were down-weighted) has a statistical margin of error of +/- 4.5%, at 95% confidence level (usually used in New Zealand). Given that we expected the campaign to be looking for more than 5% shift in both behaviour and attitude, we believed that a survey sample at this lower end of the scale is sufficient.

Executive Summary

This nationwide survey incorporates 10 Regional Councils (Northland, Hawkes Bay, Taranaki, Waikato, Horizons MW, Wellington Marlborough, Canterbury, Otago, Southland), analysing the data gathered in conjunction with the data gathered in the Auckland region, under a separate contract with the Auckland Regional Council.

A total of 400 telephone interviews each (40 interviews per region except Auckland) were conducted for the benchmark and the follow-up. In addition, the data from the ongoing ARC monitor was used for the Auckland region (80 interviews per sweep, which were down-weighted).

A sample size of 480 respondents in total per sweep (including 80 interviews in Auckland, which were down-weighted) has a statistical margin of error of +/- 4.5%, at 95% confidence level (usually used in New Zealand).

The survey explored people’s attitudes and behaviour regarding environmental issues.

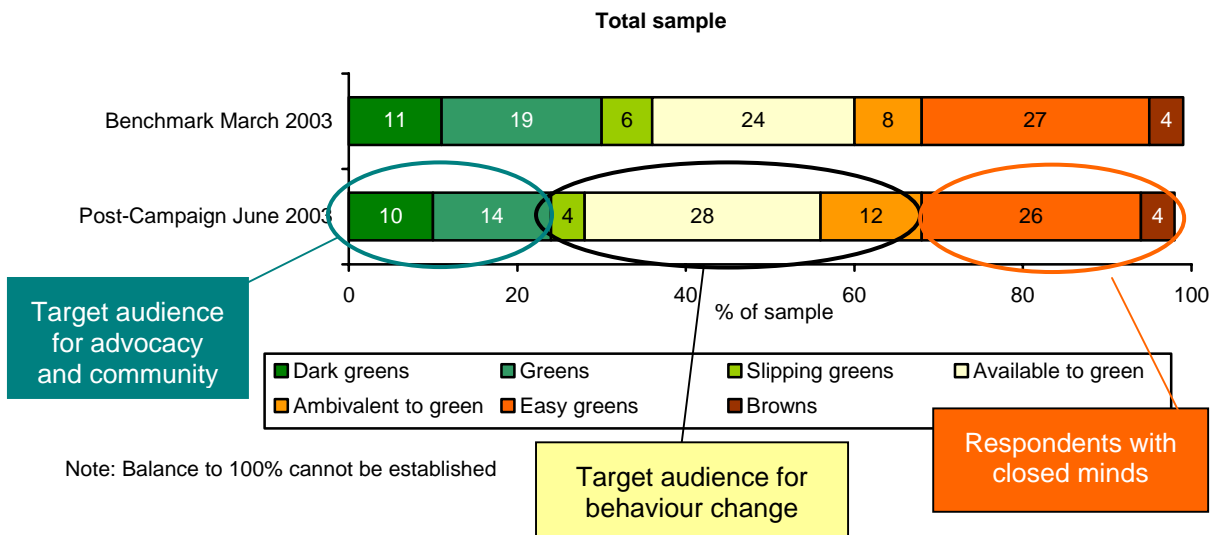
Current lifestyle

Respondents are classified into a range of different attitudinal segments, based on their attitudes to the following 3 lifestyle options:

- 1) A **totally environmentally considerate** lifestyle where you consider the environment in almost everything you do;
- 2) A **pragmatic** lifestyle in which you consider the environment only when it’s reasonable or practical to do so;
- 3) An **unconcerned** lifestyle which doesn’t consider the environment at all.

The results of the post-campaign survey show some noteworthy changes in respondents’ lifestyle classifications. While the two extreme lifestyles ‘dark greens’ and ‘browns’ remain almost unchanged, we found significant shifts within the mainstream segments.

‘Greens’ and ‘slipping greens’ both were declining from 19% to 14% and 6% to 4% respectively, with ‘available to greens’ and ‘ambivalent to greens’ each winning 4% from 24% to 28% and 8% to 12% respectively.



When analyzing the results by region we consider these three main groups, due to the smaller number of respondents in the various subgroups:

1. Those in the ‘dark green and ‘green’ segments as being the main **target audience for advocacy and community**;
2. Those in the ‘slipping green’, ‘available to green’ and ‘ambivalent to green’ segments being the main **target audience for behaviour changes**;
3. Those in the ‘easy green’ and ‘brown’ segments being respondents with a mainly **closed mind**.

Main changes in lifestyle classification by region include:

- Northland, Hawkes Bay, Canterbury and Southland becoming more environmental involved;
- Auckland, Taranaki, Waikato, Wellington, Manawatu-Wanganui and Otago becoming less environmental involved;
- Marlborough stayed relatively stable.

However, it must be remembered that both surveys are ‘snapshots’ only. Furthermore, external influences, such as the introduction of kerbside recycling in Dunedin (Otago) or the debate about whether kerbside recycling should be used in Invercargill (Southland), have significant impact on these results.

Attitudes and Awareness to Reducing Rubbish

Importance of reducing the amount of rubbish dropped slightly during the campaign, with 58% of respondents saying it's a major issue for them, compared to 61% in the benchmark. It declined in being a major issue for most regions, most significantly in Taranaki (from 63% to 43%) and Canterbury (from 68% to 56%). It increased being a major issue in Wellington (49% to 59%), Marlborough (64% to 71%), Manawatu-Wanganui (48% to 55%) and Hawkes Bay (66% to 70%).

In the post-campaign sample, those in the **advocacy** segments 'dark greens' and 'greens' are more likely to consider this to be a major issue, compared to 'greens' and 'slipping greens' in the benchmark.

41% of respondents (down 3% since the benchmark) said they do a lot to reduce the amount of rubbish, with a further 43% (plus 4%) saying they do a little.

Those in the Hawkes Bay are more likely to consider themselves to be doing a lot to reduce the amount of rubbish they produce (58%), albeit down 10% since the benchmark. Just under half of the Auckland sample feels this way, 49%, with an equal number in Wellington doing a lot to reduce the amount of rubbish they produce.

Respondents from Taranaki and Northland are less likely to consider themselves to be doing a lot to reduce their rubbish production

As one would expect, the number of those saying that they do a lot to reduce the amount of rubbish they produce is highest among those in the dark green lifestyle classification, 68%, closely followed by the greens and slipping greens on 57% and 58% respectively.

Overall, there was almost no behaviour change in choosing to buy products with less packaging, composting household or garden waste, and recycling paper, plastic, glass and cans. However, some regions significantly improved their efforts, most notably in regards to recycling in Otago and Southland, reflecting the introduction of kerbside recycling in Dunedin (Otago) and the debate about whether kerbside recycling should be used in Invercargill (Southland).

The most frequently mentioned suggestions for reducing the amount of rubbish in the community include recycling, reducing the amount of packaging, not using plastic bags and increasing public awareness.

Nationwide awareness for the campaign was 42%, shown as lowest in the Auckland and Wellington areas, and highest in Southland, Otago and Taranaki. Extrapolating this percentage to the total number of households means that the campaign might have **reached more than 500,000 households nationwide**.

The participating councils promoted the campaign through individual media plans, ranging from almost no individual activities in Waikato to a wide range of activities in Auckland. Most recalled television as the most noticed communication channel, followed by newspapers.

When asked who was running the advertising or promotion, only one quarter, 25%, were able to give any indication. The majority of those, 11% of the total sample, thought the campaign was run by their City Council, followed by the Regional Council and the Ministry for the Environment.

Those who did recall some sort of advertising felt the main message was to increase recycling, with others mentioning reducing packaging.

When prompted with the **exact “Reduce Your Rubbish” campaign name**, just over one quarter of the respondents, 28%, said that they have seen or heard something about the “Reduce Your Rubbish” campaign. This is significantly lower than the previous 42% of respondents, who thought that they have seen some advertising or promotion about reducing rubbish in general.

19% of the total sample think it’s extremely or very worthwhile to run this type of campaign, with a further 7% who say it’s quite worthwhile. This extrapolates to around 360,000 households in New Zealand.

Those who think it’s extremely or very worthwhile are more likely to be in Auckland, Hawkes Bay, Taranaki, Wellington, Marlborough and Southland. Respondents in Canterbury and Otago (although high general awareness due to introduction of kerbside recycling) are significantly less aware of this specific campaign.

Influence of the campaign

Overall, the influence of the campaign on respondents’ attitudes and behaviour was reasonably high. One in ten respondents mentioned that the campaign reinforced their attitude, with a further 7% thinking it increased their awareness. 2% actually say it improved or changed their behaviour, with another 1% stating it changed their attitude. Extrapolating these results to the total population means that the campaign might have **influenced the behaviour of up to 800,000 New Zealanders**.

Key findings by Region

Auckland:

- Significant decline in environmental involvement (lifestyle classification);
- Slight decline in importance of reducing the amount of rubbish, but almost no change in general behaviour;
- Significantly low awareness of general environmental promotions, but higher “Reduce Your Rubbish” recall (prompted awareness);
- High value of the campaign;

Northland:

- Significant increase in environmental involvement (lifestyle classification);
- Slight decline in importance of reducing the amount of rubbish, but significant decline in general behaviour;
- Significantly low awareness of general environmental promotions, and similar “Reduce Your Rubbish” recall (prompted awareness);
- Moderate value of the campaign;

Hawkes Bay:

- Significant increase in environmental involvement (lifestyle classification);
- Slight decline in importance of reducing the amount of rubbish and slight decline in general behaviour;
- Significantly low awareness of general environmental promotions and similar “Reduce Your Rubbish” recall (prompted awareness);
- High value of the campaign;

Taranaki:

- Slight decline in environmental involvement (lifestyle classification);
- Significant decline in importance of reducing the amount of rubbish and significant decline in general behaviour;
- Relatively high awareness of general environmental promotions, with even higher “Reduce Your Rubbish” recall (prompted awareness);
- High value of the campaign;

Waikato:

- Significant decline in environmental involvement (lifestyle classification);
- Slight decline in importance of reducing the amount of rubbish and slight decline in general behaviour;
- Significantly low awareness of general environmental promotions, with even lower “Reduce Your Rubbish” recall (prompted awareness);
- Very low value of the campaign;

Manawatu-Wanganui:

- Significant decline in environmental involvement (lifestyle classification);
- Significant increase in importance of reducing the amount of rubbish and significant increase in general behaviour;
- Moderate awareness of general environmental promotions, but lower ‘Reduce Your Rubbish’ recall (prompted awareness);
- Moderate value of the campaign;

Wellington:

- Significant decline in environmental involvement (lifestyle classification);
- Significant increase in importance of reducing the amount of rubbish and significant increase in general behaviour;
- Significantly low awareness of general environmental promotions, but higher ‘Reduce Your Rubbish’ recall (prompted awareness);
- High value of the campaign;

Marlborough:

- Almost no change in environmental involvement (lifestyle classification);
- Significant increase in importance of reducing the amount of rubbish, but slight decline in general behaviour;
- Moderate awareness of general environmental promotions, but slightly lower ‘Reduce Your Rubbish’ recall (prompted awareness);
- High value of the campaign;

Canterbury:

- Significant increase in environmental involvement (lifestyle classification);
- Significant decline in importance of reducing the amount of rubbish, but almost no change in general behaviour;
- Moderate awareness of general environmental promotions, but significantly lower ‘Reduce Your Rubbish’ recall (prompted awareness);
- Extremely low value of the campaign;

Otago:

- Slight decline in environmental involvement (lifestyle classification);
- Almost no change in importance of reducing the amount of rubbish, but slight decline in general behaviour;
- Significantly high awareness of general environmental promotions, but significantly lower ‘Reduce Your Rubbish’ recall (prompted awareness);
- Very low value of the campaign;

Southland:

- Significant increase in environmental involvement (lifestyle classification);
- Significant decline in importance of reducing the amount of rubbish, but significant increase in general behaviour;
- Significantly high awareness of general environmental promotions, but slightly lower ‘Reduce Your Rubbish’ recall (prompted awareness);
- High value of the campaign.

Conclusions and Recommendations

The research shows that there are opportunities to influence to some extent the public’s attitudes and behaviour regarding the environment.

The results underline the very strong correlation between media activities and respondents’ awareness, attitudes and behaviour. As we found in other studies, eg. the ongoing Big Clean Up monitor, it’s crucial to use a variety of media activities, ideally over a longer period of time.

Going forward to an ongoing nationwide campaign, we recommend a centrally organised approach with individually tailored activities.

Main Findings

General awareness and attitudes regarding Rubbish Reduction

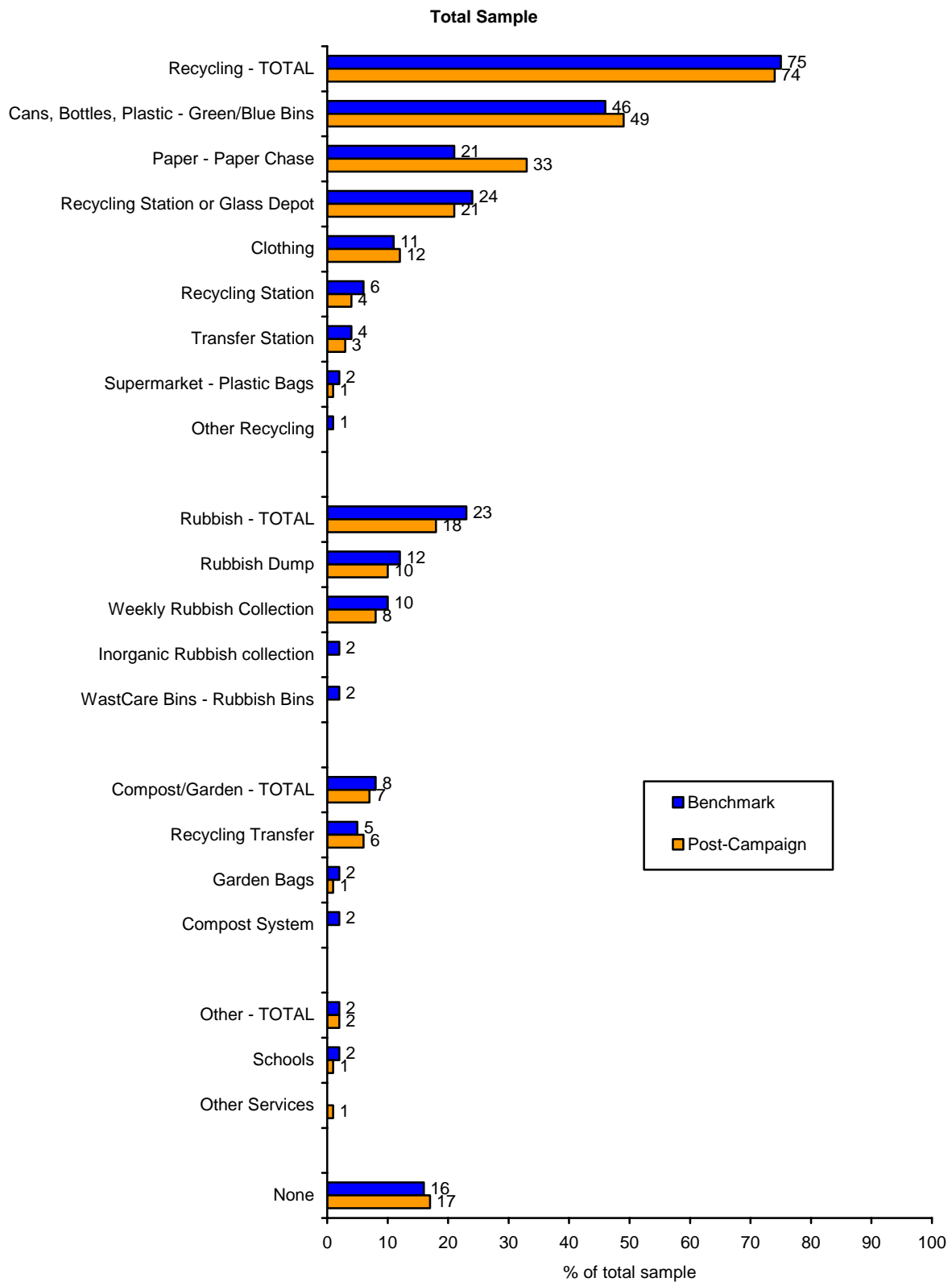
This section explores people’s general awareness and attitudes about the need to reduce the amount of waste that is produced.

Awareness of Recycling Services

Respondents were asked what kinds of recycling services they had convenient access to in their area.

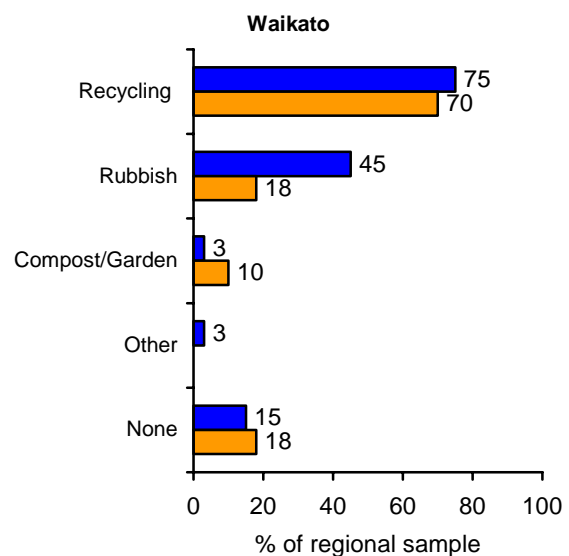
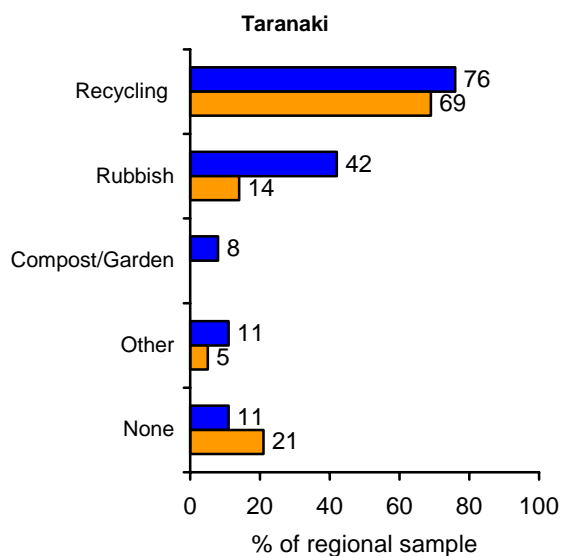
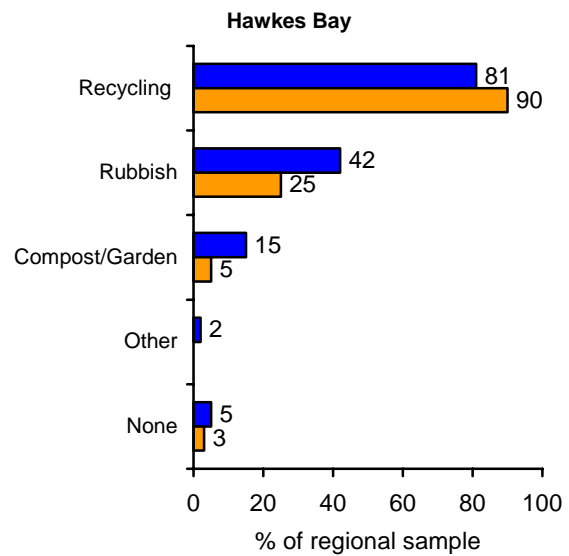
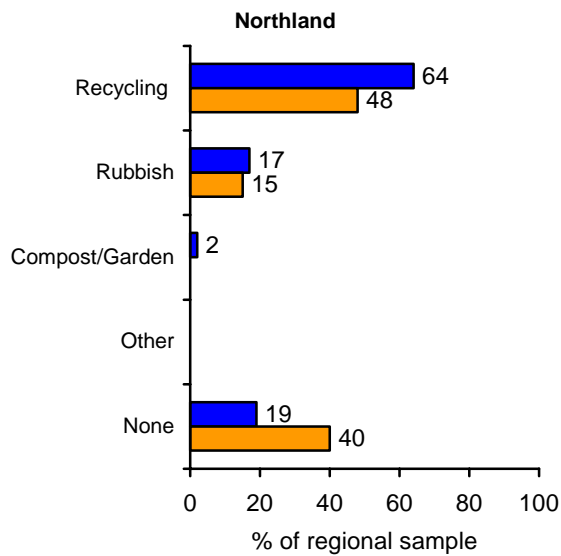
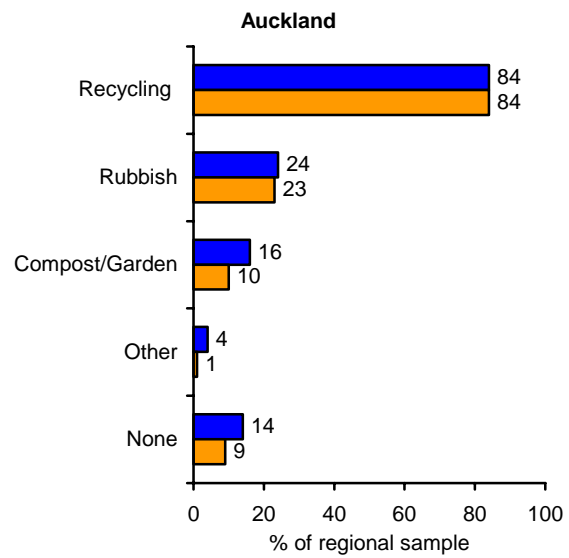
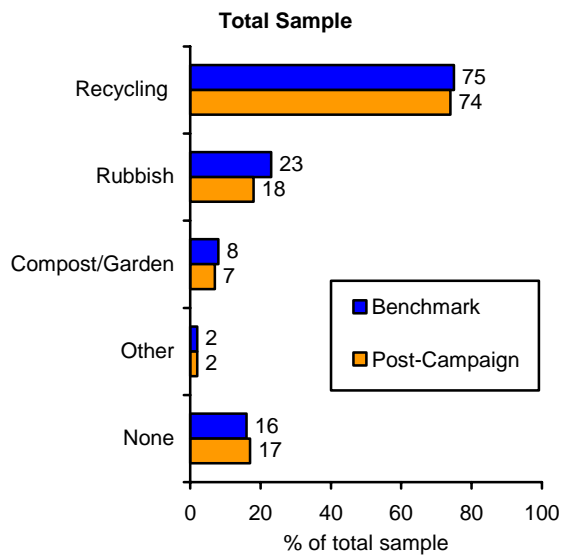
As expected, access to recycling services had highest awareness, mentioned by three quarters of all respondents (75% benchmark, 74% post-campaign).

The regions being most likely to have convenient access to recycling services are Auckland, Hawkes Bay, Wellington and Canterbury. Otago introduced kerbside recycling collection during the campaign, increasing the number of those saying they have convenient access from 73% in the benchmark to 90% in the post-campaign survey.



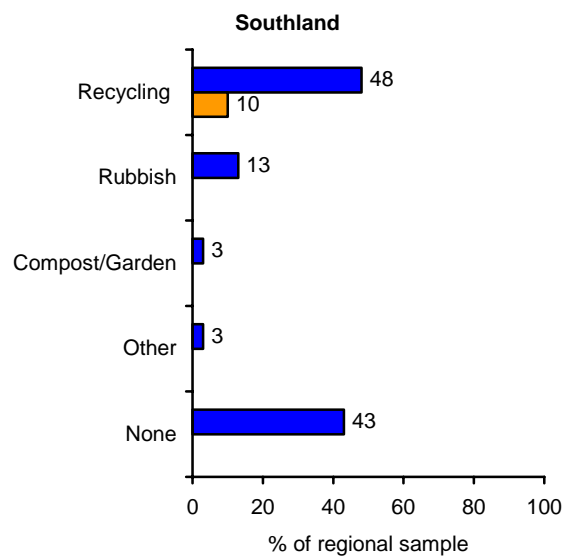
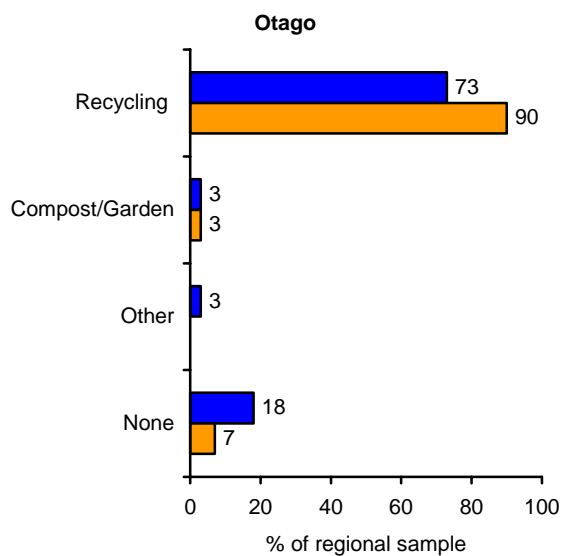
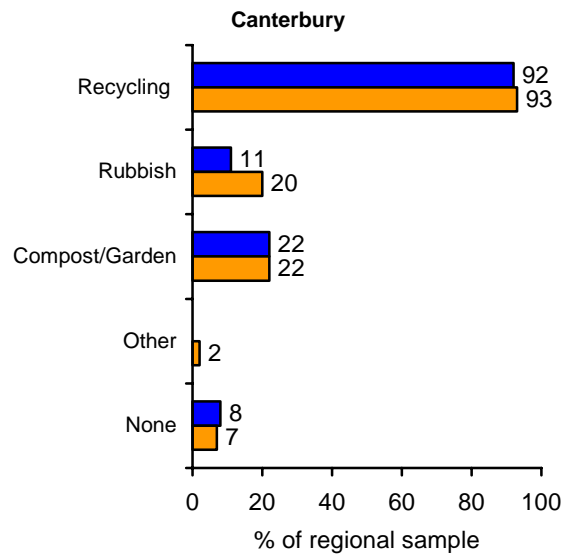
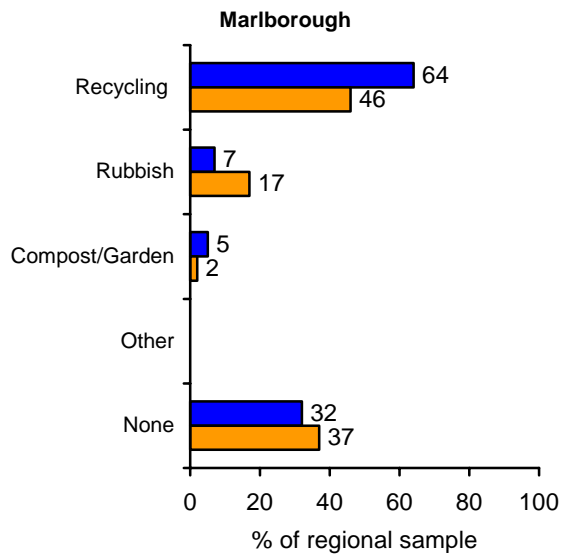
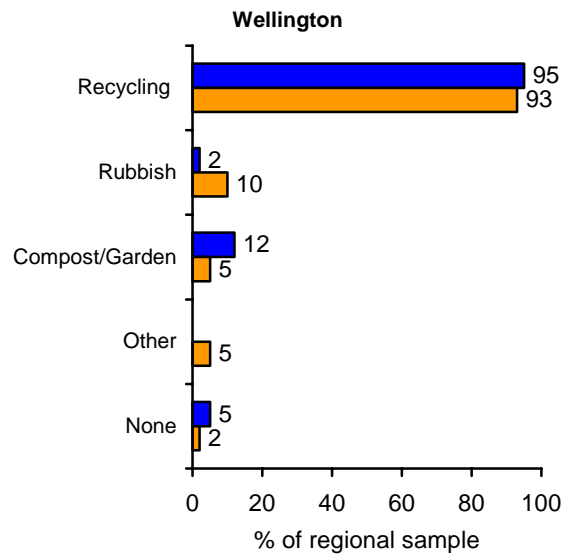
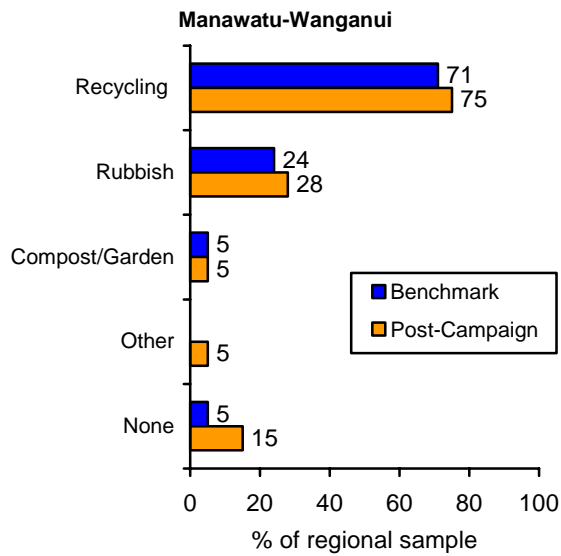
Note: Multiple answers possible

Awareness of recycling services by Regions



Note: Multiple answers possible





Note: Multiple answers possible



Lifestyle classification with Conversion™ Model

The Conversion™ Model is the world’s leading consumer commitment measure. It is a psychological model that measures the strength of relationships between consumers and the things that they do or buy. It measures how committed consumers are, in this case, to their current environmental lifestyle, and how open they are to shifting to another lifestyle.

According to the theory that underpins the model, there are 4 dimensions that contribute to a consumer’s psychological attachment to their current lifestyle...

Needs fit: How satisfied are consumers with their current environmental lifestyle choice?

Involvement in the category: How important is the environment / does it matter?

Attitude to alternatives: How attractive are alternative environmental lifestyles?

Ambivalence: How much are consumers torn between the appeal of different lifestyles?

Lifestyle types used in these questions were...

- 1) A **totally environmentally considerate** lifestyle where you consider the environment in almost everything you do;
- 2) A **pragmatic** lifestyle in which you consider the environment only when it’s reasonable or practical to do so;
- 3) An **unconcerned** lifestyle which doesn’t consider the environment at all.

Based on respondents’ answers to this series of questions, they are classified into one of the following 7 segments. Each respondent is classified into one segment.

Dark green - Respondents who are strongly committed to their current, totally environmental considerate lifestyle (lifestyle type 1) - they are highly unlikely to switch lifestyle in the foreseeable future.

Greens - They are also committed to their current, totally environmental considerate lifestyle (lifestyle type 1), but not as strongly - they are unlikely to switch variety in the short term.

Slipping greens – Respondents who are uncommitted to their current, totally environmental considerate lifestyle (lifestyle type 1) and could ‘slip’ back into less environmental lifestyles.

Available to green – Respondents who see themselves in lifestyle type 2 and are most open to moving up to lifestyle type 1, i.e. increasing their environmental behavior, in the short term.

Ambivalent to green - Respondents who are as attracted to lifestyle type 1 as they are to their current lifestyle, type 2.

Easy greens - Respondents who are strongly committed to their current lifestyle type 2 - they are highly unlikely to switch lifestyle in the foreseeable future.

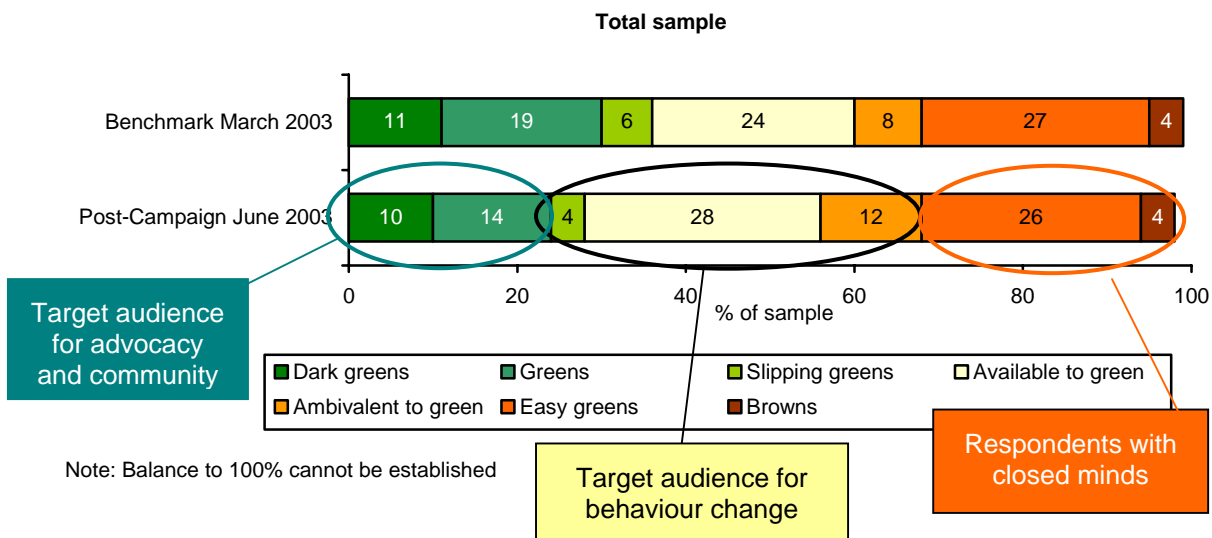
Browns – Respondents who are unhappy in their current lifestyle, type 2, or who are already committed to their current lifestyle, type 3.

The results of the post-campaign survey show some noteworthy changes in respondents’ lifestyle classifications. While the two extreme lifestyles ‘dark greens’ and ‘browns’ remain almost unchanged, we found significant shifts within the mainstream segments.

‘Greens’ and ‘slipping greens’ both were declining from 19% to 14% and 6% to 4% respectively, with ‘available to greens’ and ‘ambivalent to greens’ each winning 4% from 24% to 28% and 8% to 12% respectively.

We experienced the same phenomenon between ARC’s Big Clean Up benchmark and the first quarterly reading, and assume that the following factors are responsible for this shift:

- In the benchmark, there may well have been significant overclaim of the appeal of the totally green lifestyle, especially from those who may in fact not be so ‘green’;
- Better understanding of what it means to consider the environment in almost everything you do, in part through the campaign raising awareness;
- Increased attraction of the totally green lifestyle to those who see themselves in lifestyle type 2 but want to do better.



When analyzing the results by region we consider these three main groups, due to the smaller number of respondents in the various subgroups:

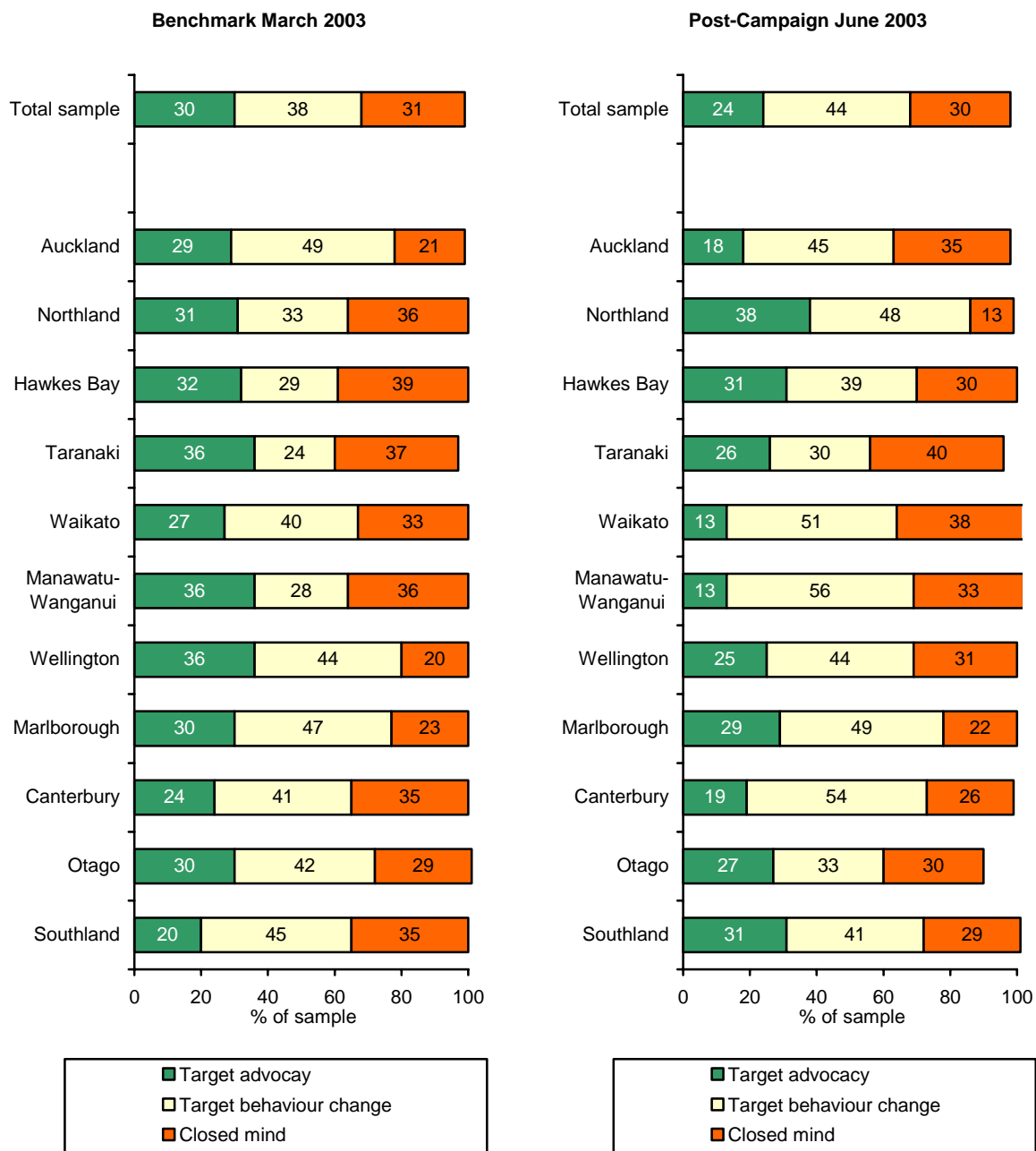
1. Those in the ‘dark green and ‘green’ segments as being the main **target audience for advocacy and community**;
2. Those in the ‘slipping green’, ‘available to green’ and ‘ambivalent to green’ segments being the main **target audience for behaviour changes**;
3. Those in the ‘easy green’ and ‘brown’ segments being respondents with a mainly **closed mind**.

Lifestyle classification by Regions

The post-campaign survey shows some considerable changes in lifestyle classification by region.

However, it must be remembered that both surveys are ‘snapshots’ only. In an ongoing monitor, such as the Big Clean Up monitor, we normally see a more consistent picture over time.

It should be noted, that external influences, such as the introduction of kerbside recycling in Dunedin (Otago) or the debate about whether kerbside recycling should be used in Invercargill (Southland), have significant impact on these results.



Note: Balance to 100% can not be established



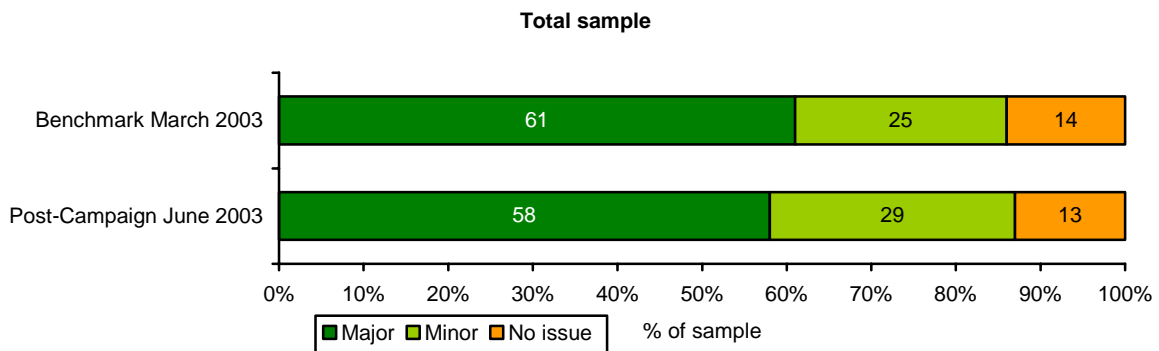
Attitudes and behaviours to Reducing Rubbish

To investigate attitudes and behaviours regarding reducing the amount of rubbish that is in circulation, respondents were asked a series of questions.

Importance

Respondents were asked whether reducing the amount of rubbish is a major issue, minor issue or no issue at all for them.

Importance of reducing the amount of rubbish dropped slightly during the campaign. The breakdown by region on the following page shows some significant differences between the participating regions.

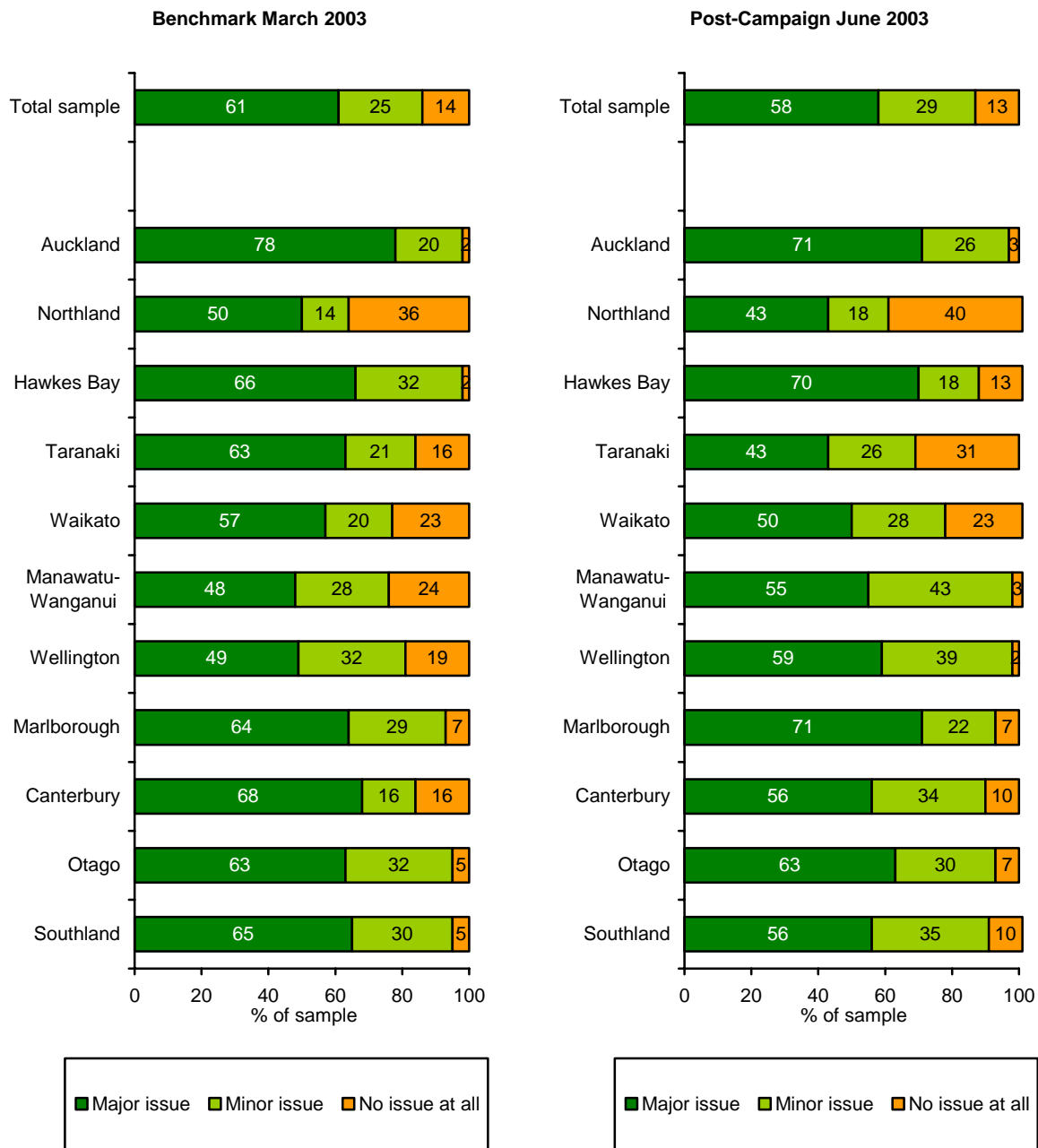


We hypothesise that several influence factors are responsible for this shift.

1. People recognize the efforts of the government to reduce rubbish and therefore feel that it's not that important anymore - "it's been dealt with";
2. People think that they are doing their part to reduce rubbish and therefore feel that it's not that important anymore. – "I do what I can";
3. Other things were more important during the time, ie. power conservation.

Importance by Region

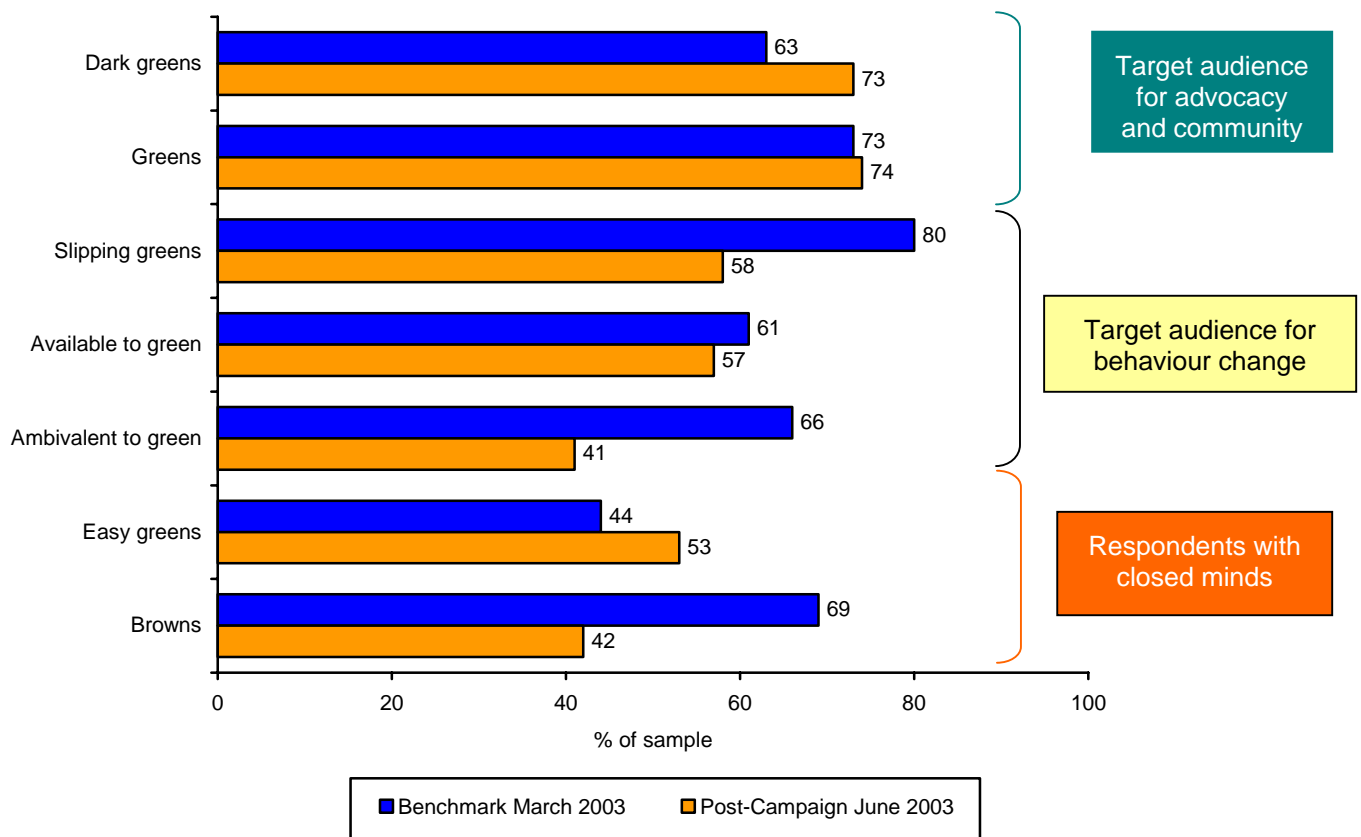
Reducing the amount of rubbish being a major issue declined for most regions, most significantly in Taranaki (from 63% to 43%) and Canterbury (from 68% to 56%). It increased being a major issue in Wellington (49% to 59%), Marlborough (64% to 71%), Manawatu-Wanganui (48% to 55%) and Hawkes Bay (66% to 70%).



Major issue by Lifestyle classification

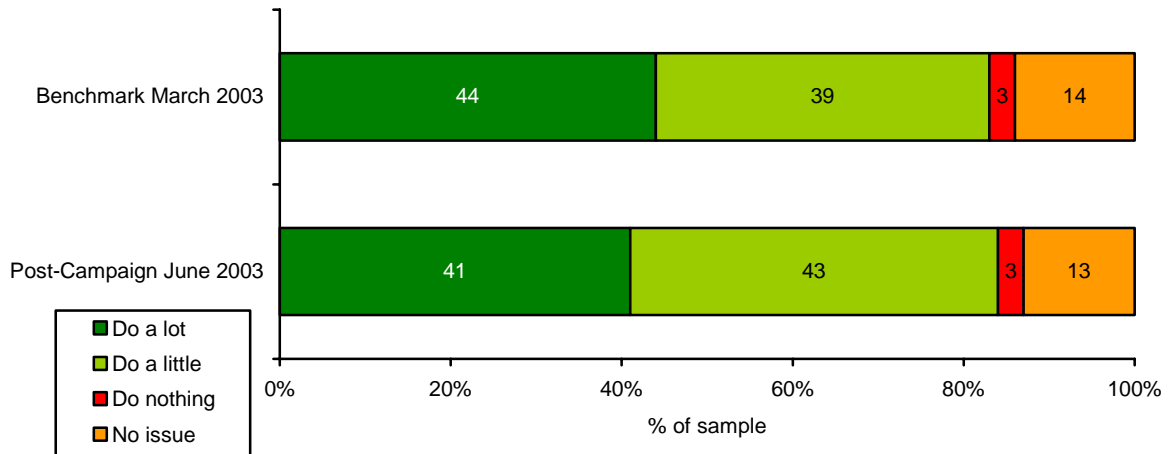
The chart below illustrates the proportion of respondents in each lifestyle classification that consider rubbish reduction in their local community to be a major issue. In the post-campaign sample, those in the **advocacy** segments 'dark greens' and 'greens' are more likely to consider this to be a major issue. In the benchmark, those being classified as 'greens' and 'slipping greens' were more likely to feel this way.

'Dark greens', 'greens' and 'easy greens' each place a greater level of importance on reducing rubbish in their local community, while other lifestyle categories are less likely to feel this way when compared to the benchmark study.



What people do

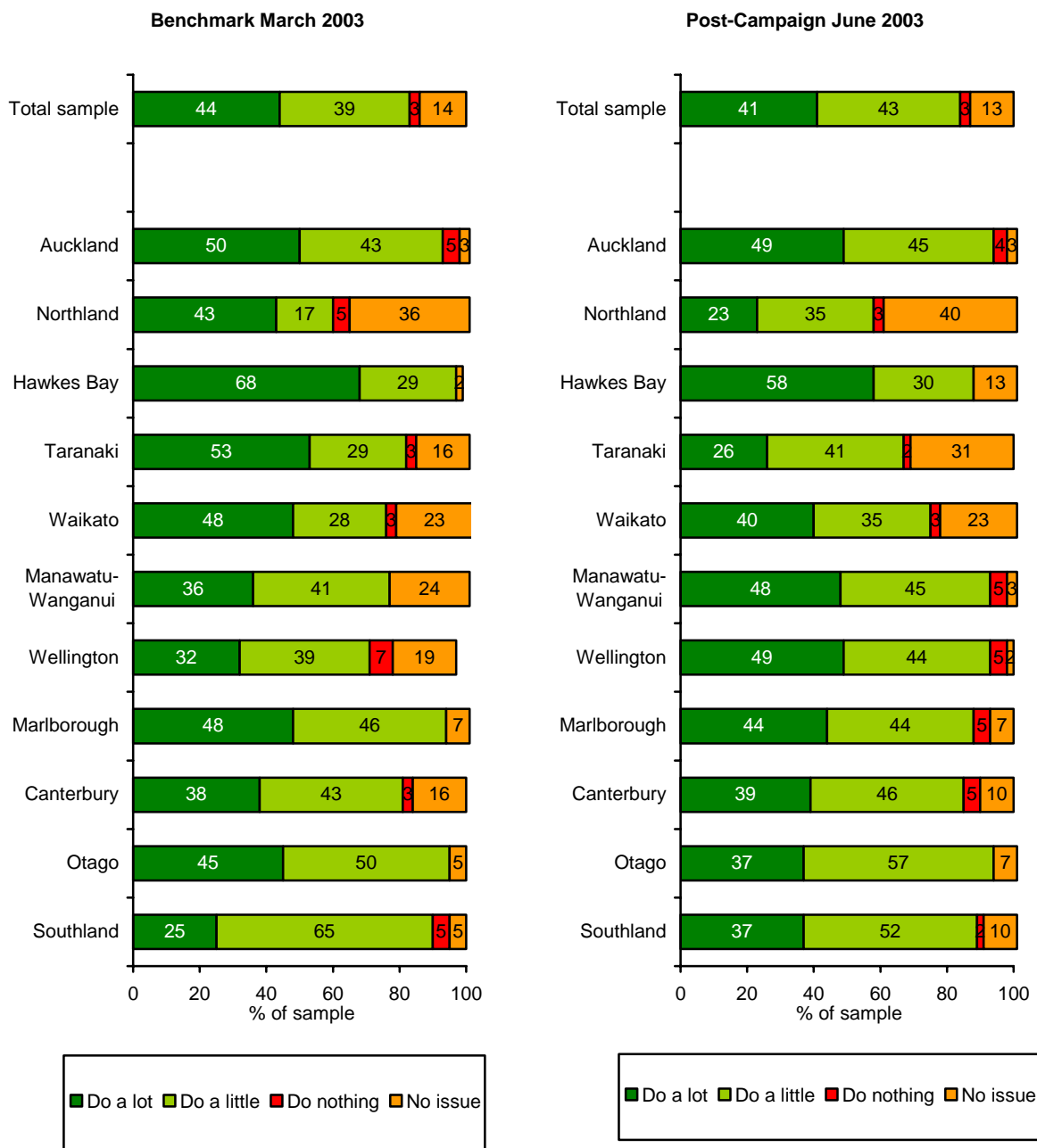
41% of respondents (down 3% since the benchmark) said they do a lot to reduce the amount of rubbish, with a further 43% (plus 4%) saying they do a little. The number of those saying they doing nothing remained unchanged at 3%.



What people do by Region

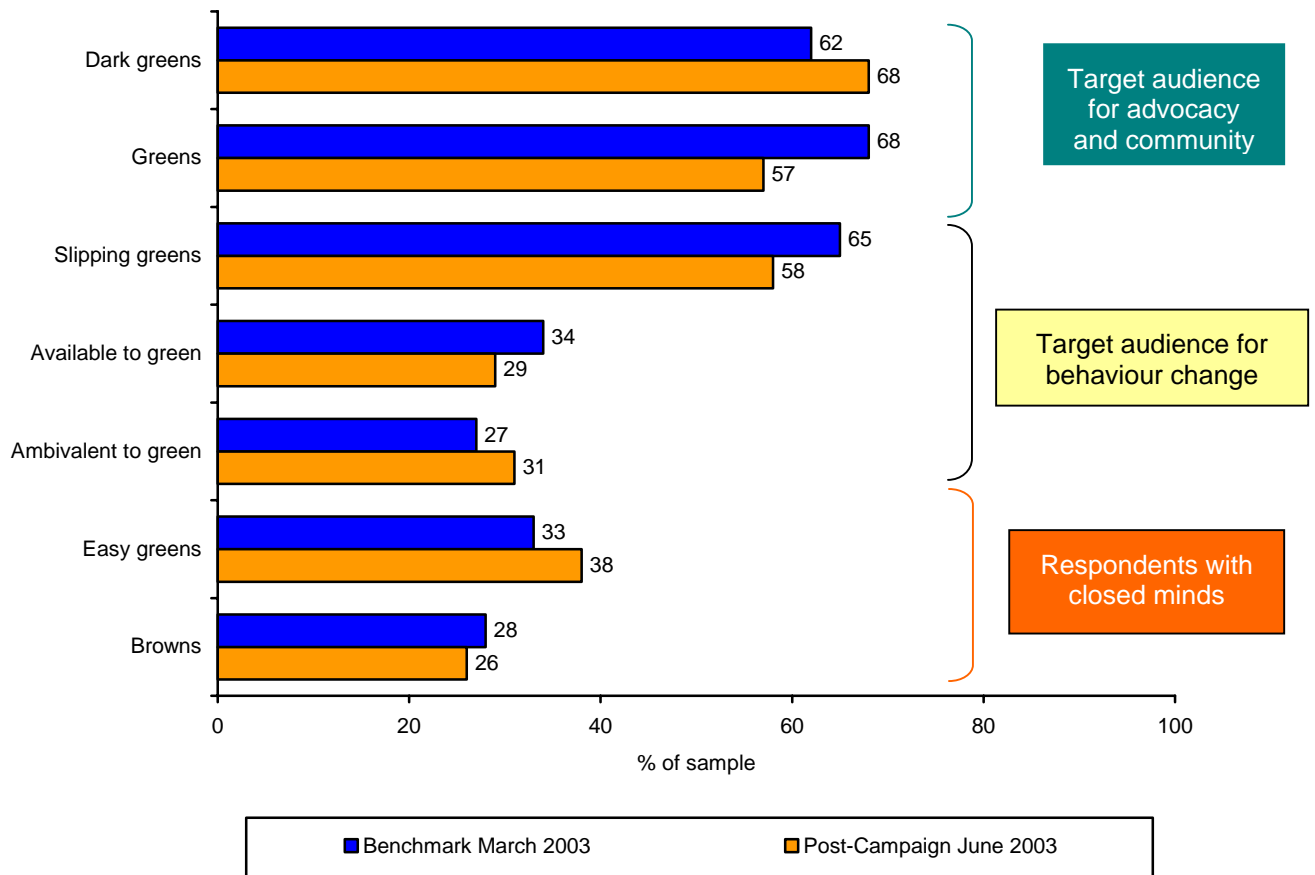
Those in the Hawkes Bay are more likely to consider themselves to be doing a lot to reduce the amount of rubbish they produce (58%), albeit down 10% since the benchmark. Just under half of the Auckland sample feels this way, 49%, with an equal number in Wellington doing a lot to reduce the amount of rubbish they produce.

Respondents from Taranaki and Northland are less likely to consider themselves to be doing a lot to reduce their rubbish production, with those in Northland in particular being the least involved region, ie. 36% (benchmark) and 40% (post-campaign) respectively say reducing rubbish is not an issue for them.



Do a lot to reduce rubbish by Lifestyle classification

As one would expect, the number of those saying that they do a lot to reduce the amount of rubbish they produce is highest among those in the dark green lifestyle classification, 68%, closely followed by the greens and slipping greens on 57% and 58% respectively.



Personal behaviour regarding reducing the amount of rubbish

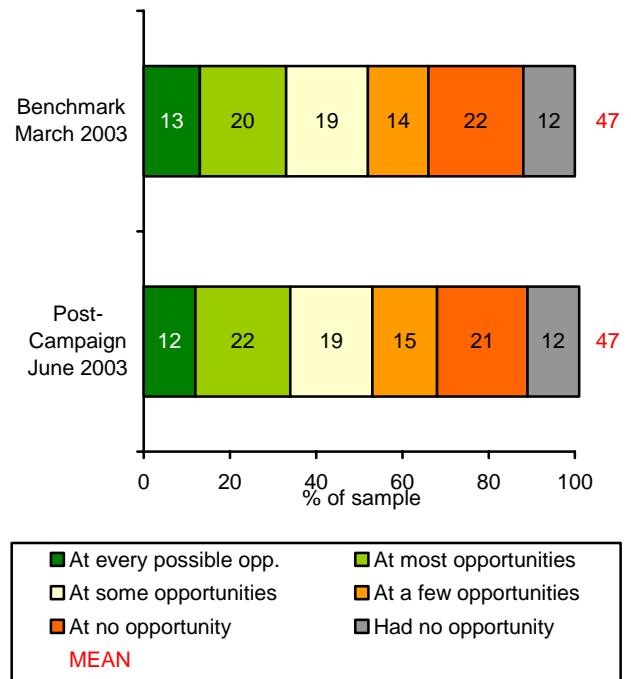
Respondents were asked to tell us roughly how often they take specific actions on a 5-point scale¹. Comparisons between the different subgroups of interest, eg. lifestyle segments and regions, are based on a calculated action mean score (see bottom of page).

In the last fortnight have consciously chosen to buy products with less packaging

Overall, there was almost no behaviour change to this issue with a mean score of 47, unchanged since the benchmark.

12% said they have chosen to do so at every possible opportunity, compared to 13% in the benchmark, while 22% did so at most of the opportunities, compared to 20% in the benchmark. A further 19% said they did it at some of the opportunities (unchanged), while 15% did so at a few opportunities (up from 14%).

21% of respondents stated they did this at no opportunity, while 12% said they had no opportunity to do this.

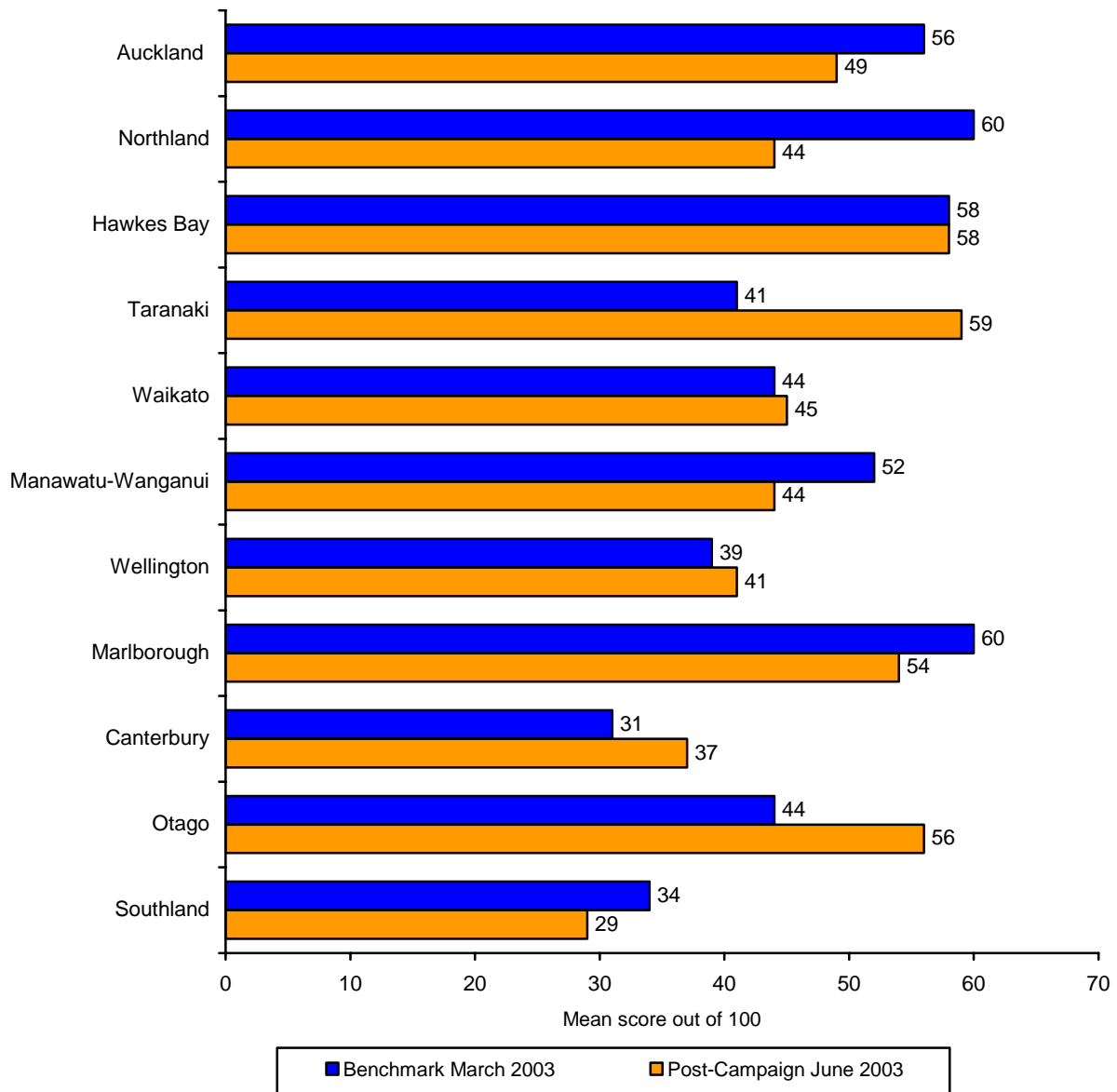


¹ At every opportunity = 100, A lot of the time = 75, Sometimes = 50, Hardly ever = 25 and Never = 0

Chose less packaging by Region (mean score)

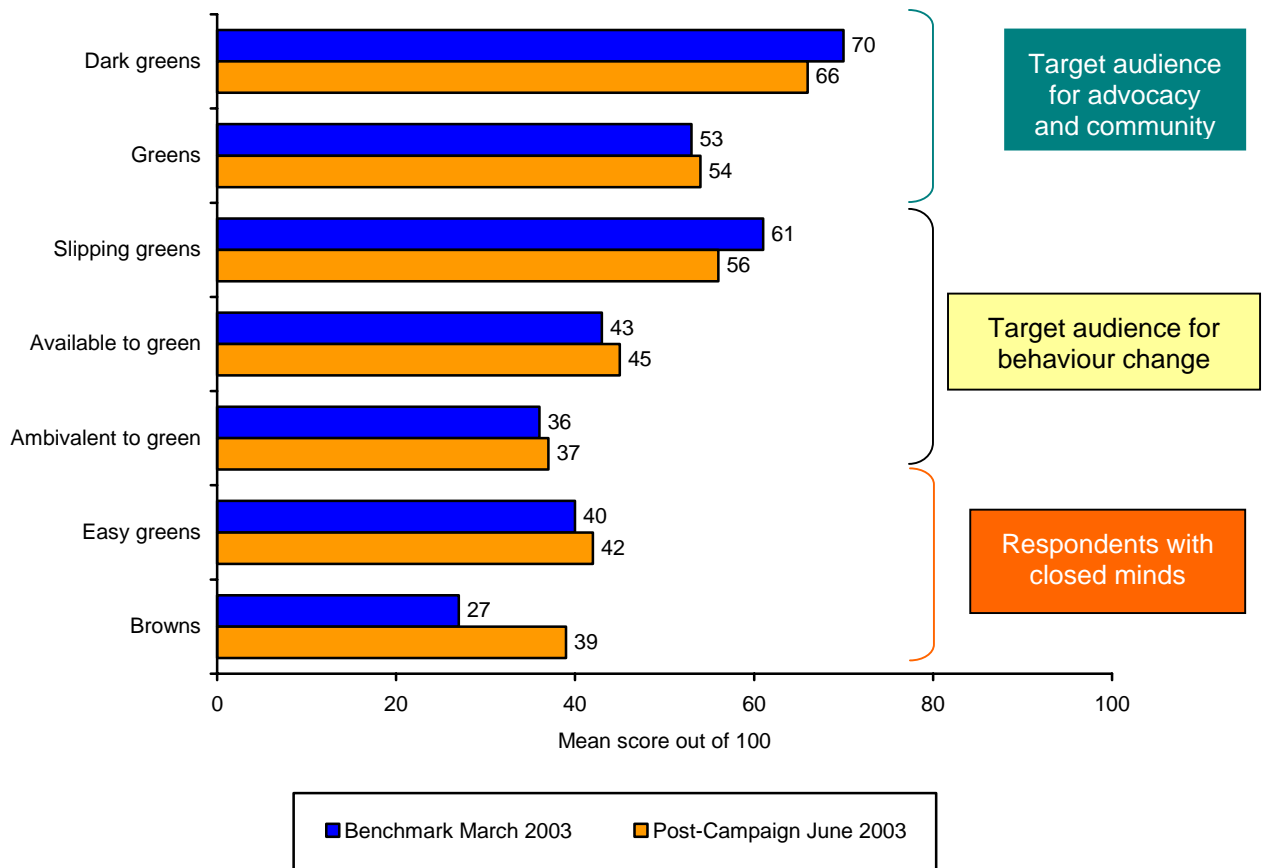
Those respondents in Taranaki (mean score 59), Hawkes Bay (58), Otago (56) and Marlborough (54) are most likely to purchase products with less packaging or packaging that can be recycled.

Taranaki (+18 points) and Otago (+12) had the biggest improvement between benchmark and post-campaign, while Northland (-16), Manawatu-Wanganui (-8) and Auckland (-7) experienced the largest drops.



Chose less packaging by Lifestyle classification (mean score)

As expected, those in the 'dark green' lifestyle classification segment are most likely to have consciously chosen to buy products with less packaging or packaging that can be recycled, with a mean score of 66, slightly down from the benchmark reading at 70. 32% of the respondents in this segment have done so at every opportunity in the last fortnight.



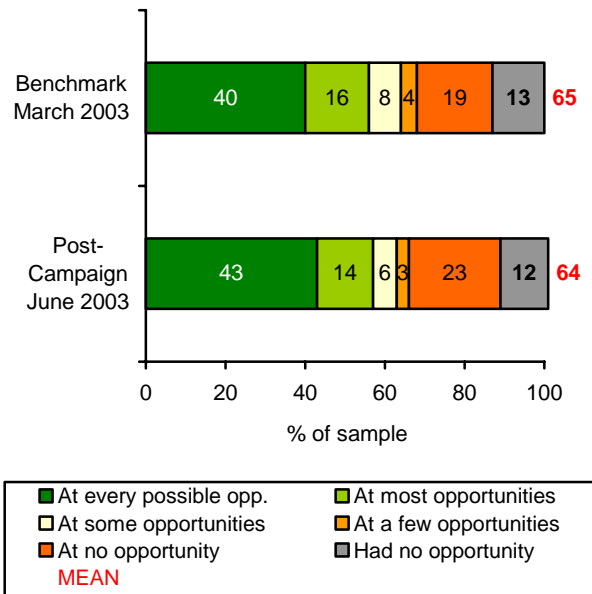
In the last fortnight have used household or garden waste to make compost

43% said they would do so at every possible opportunity (up 3%), with a further 14% saying they will do so at most opportunities (down from 16%).

6% will use house and garden waste to make compost at some opportunities (down 2%) and 3% at a few opportunities.

However, 23% of respondents stated they would not do so at any opportunity (up 4%), while 12% said they have not had the opportunity, down from the previous 13%.

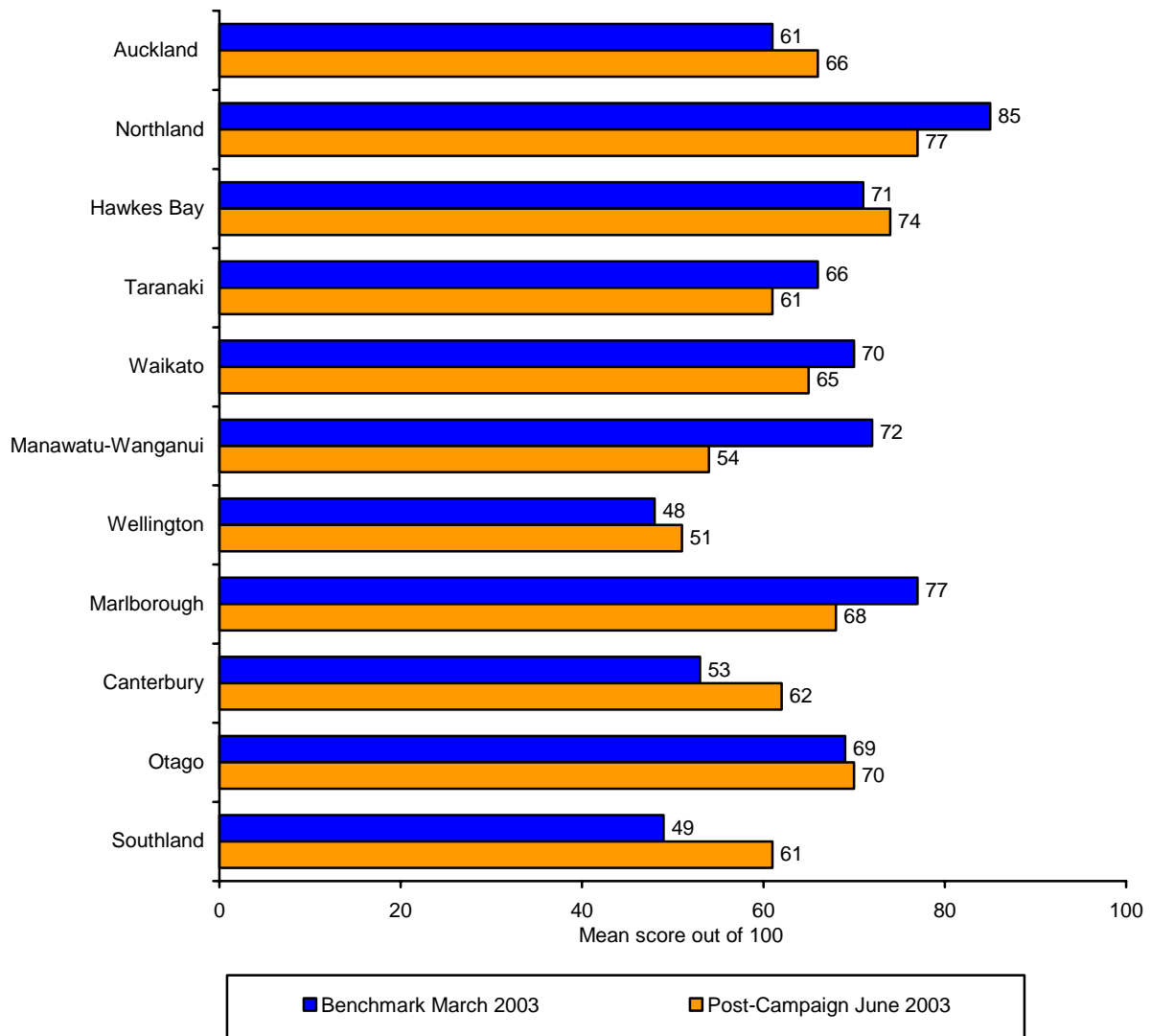
Overall, again only minor changes with the calculated mean score falling slightly from 65 to 64



Use household or garden waste to make compost by Region (mean score)

Those respondents in Northland (mean score 77), Hawkes Bay (74), Otago (70) and Marlborough (68) are most likely to compost their garden waste.

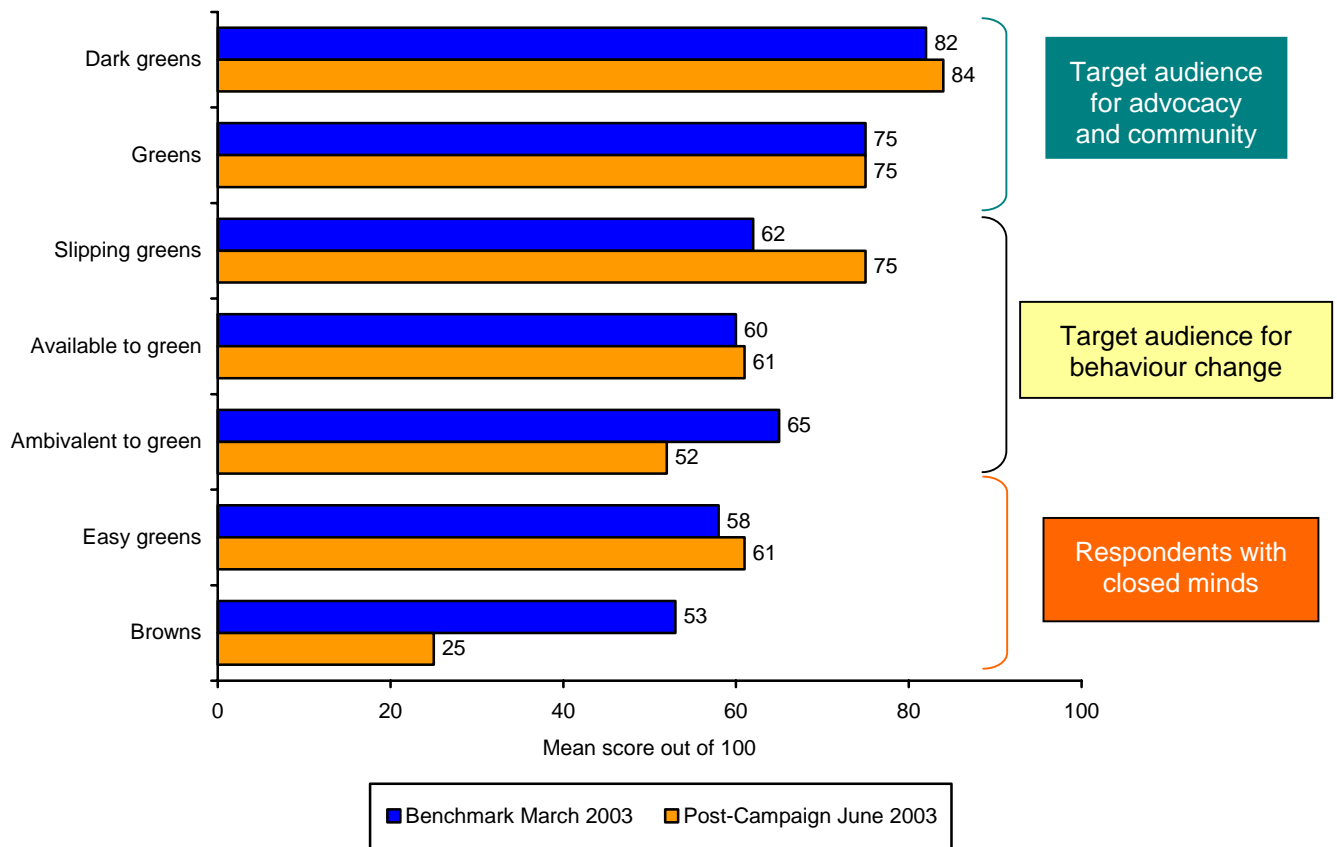
Southland (+12 points) and Canterbury (+9) had the biggest improvement between benchmark and post-campaign, while Manawatu-Wanganui (-18), Marlborough (-9) and Northland (-8) experienced the largest drops.



Use household or garden waste to make compost by Lifestyle classification (mean score)

The chart below shows that amongst those identified as 'dark greens' are again most likely to use household or garden waste to make compost at every opportunity, mean score of 84, followed by 'greens' and 'slipping greens', both on 75.

The browns, as one would expect are the least likely to behave in this way, deteriorating significantly from 53 in the benchmark to a mean score of 25 in the post-campaign reading.



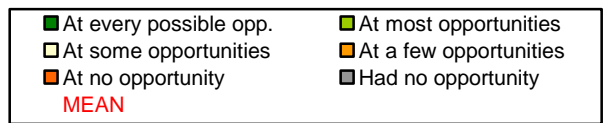
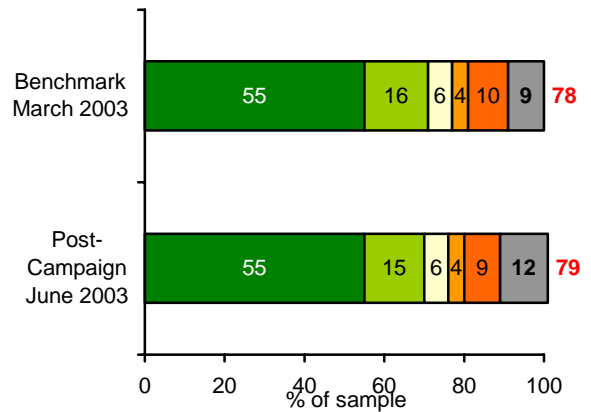
In the last fortnight have recycled my paper, plastic, glass and cans.

Over half of respondents, 55% (unchanged) said they have done so at every possible opportunity, with a further 15% (down 1%) saying they have done so at most opportunities.

6% have recycled paper, plastic, glass and cans at some opportunity and 4% at a few opportunities (unchanged).

9% of respondents said they haven’t done any recycling (down 1%), while 12% said they had had no opportunity.

Overall, a marginally increase from 78 mean points in the benchmark to 79 in the post-campaign.

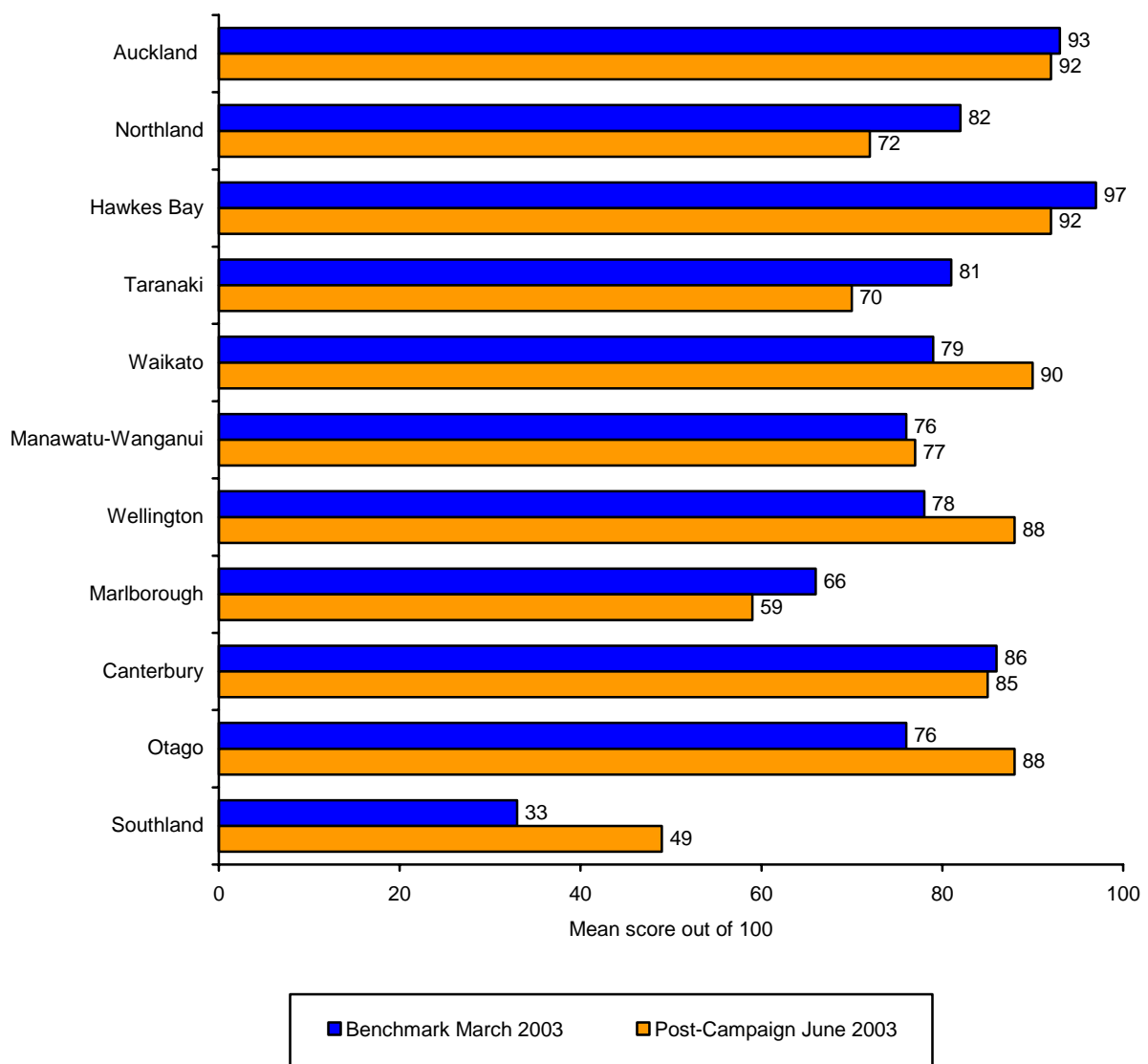


Recycled my paper, plastic, glass and cans by Region (mean score)

Those respondents in Auckland (mean score 92), Hawkes Bay (92), Waikato (90), Wellington (88), Otago (88) and Canterbury (85) are most likely to recycle their paper, plastic, glass and cans.

Southland (+16 points), Otago (+12 points), Waikato (+11) and Wellington (+10) had the biggest improvement between benchmark and post-campaign, while Taranaki (-11) and Northland (-10) experienced the largest drops.

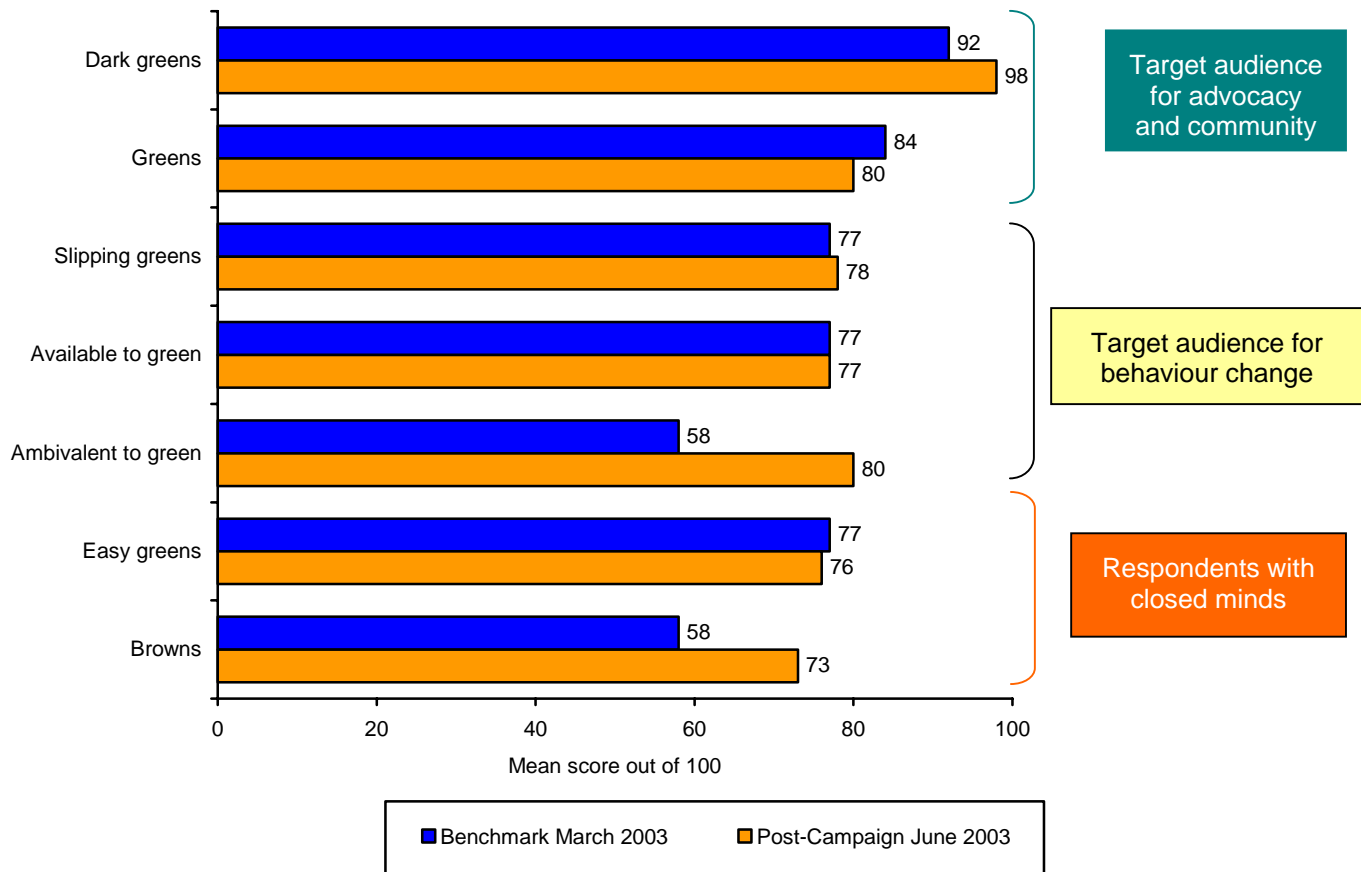
The results clearly reflect the introduction of kerbside recycling in Dunedin (Otago) and the debate about whether kerbside recycling should be used in Invercargill (Southland).



Recycled my paper, plastic, glass and cans by Lifestyle classification (mean score)

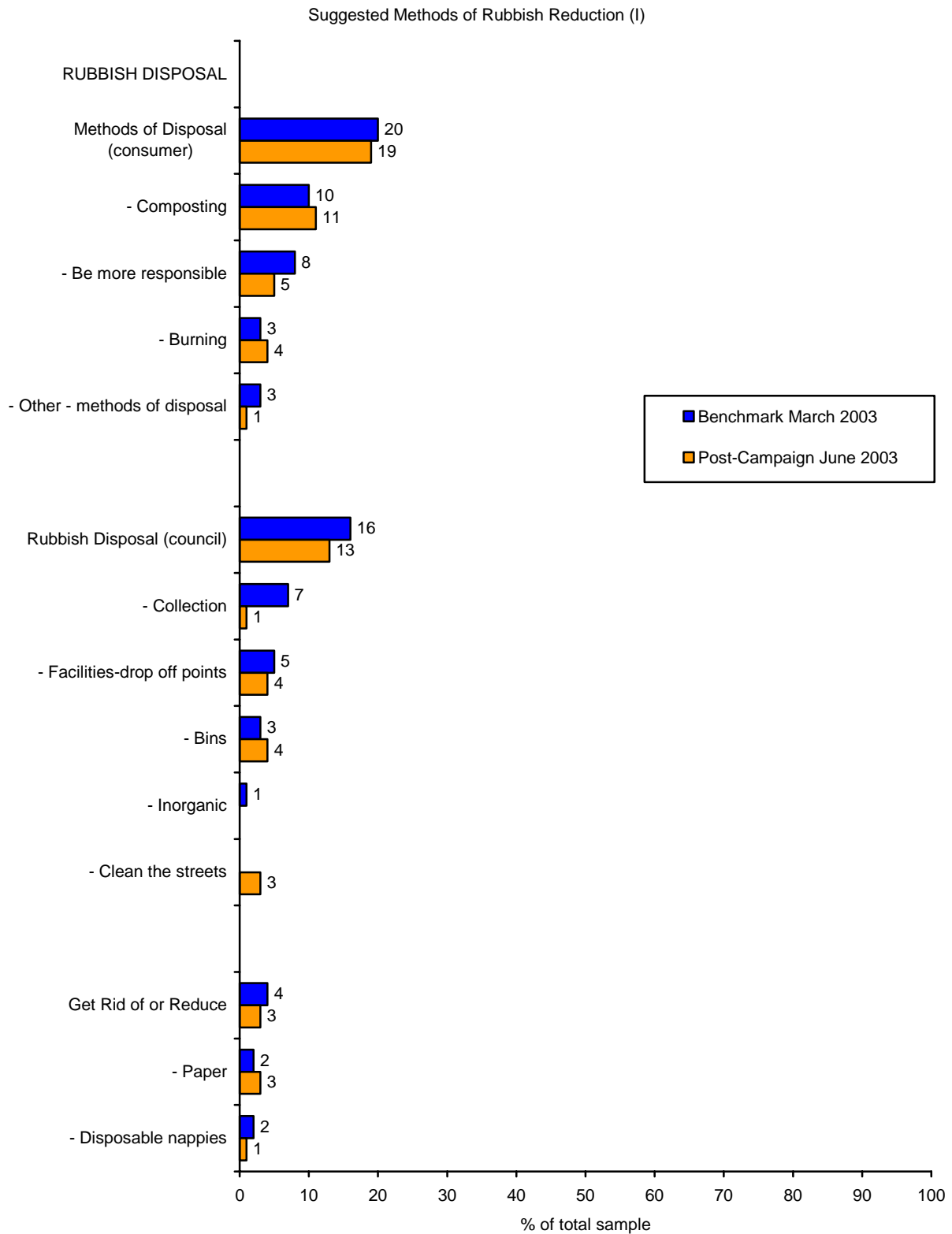
The chart below shows that 'dark greens' are clearly those recycling the most with an almost perfect mean score of 98 points.

However, it seems that all lifestyle groups put significant more effort into recycling, with 'ambivalent to greens' (+22 points) and 'browns' (+15) being those who improved the most.



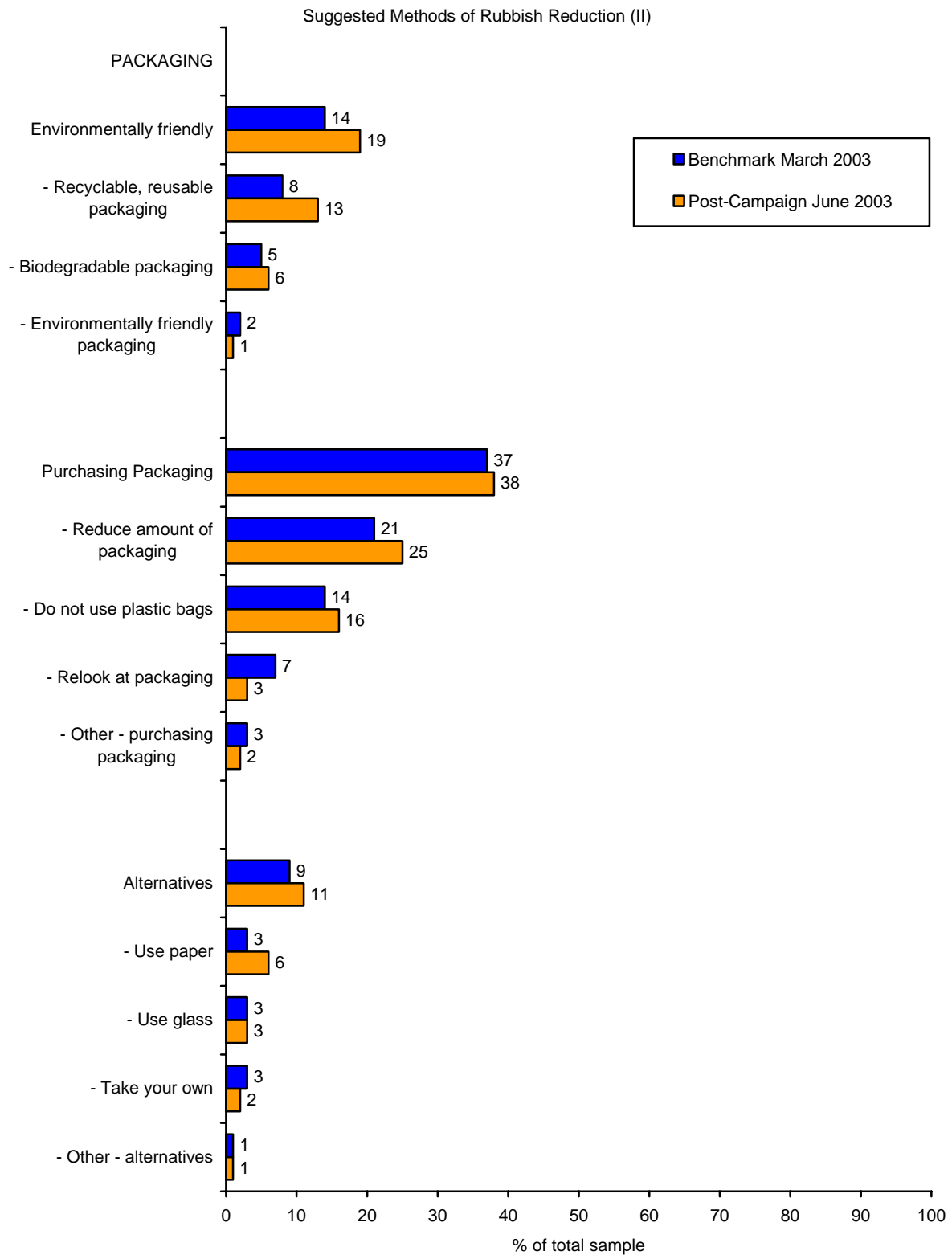
Suggested Methods of Rubbish Reduction

When asked what they thought could be done to reduce rubbish levels, respondents mentioned a variety of answers and suggestions



Note: Multiple answers possible

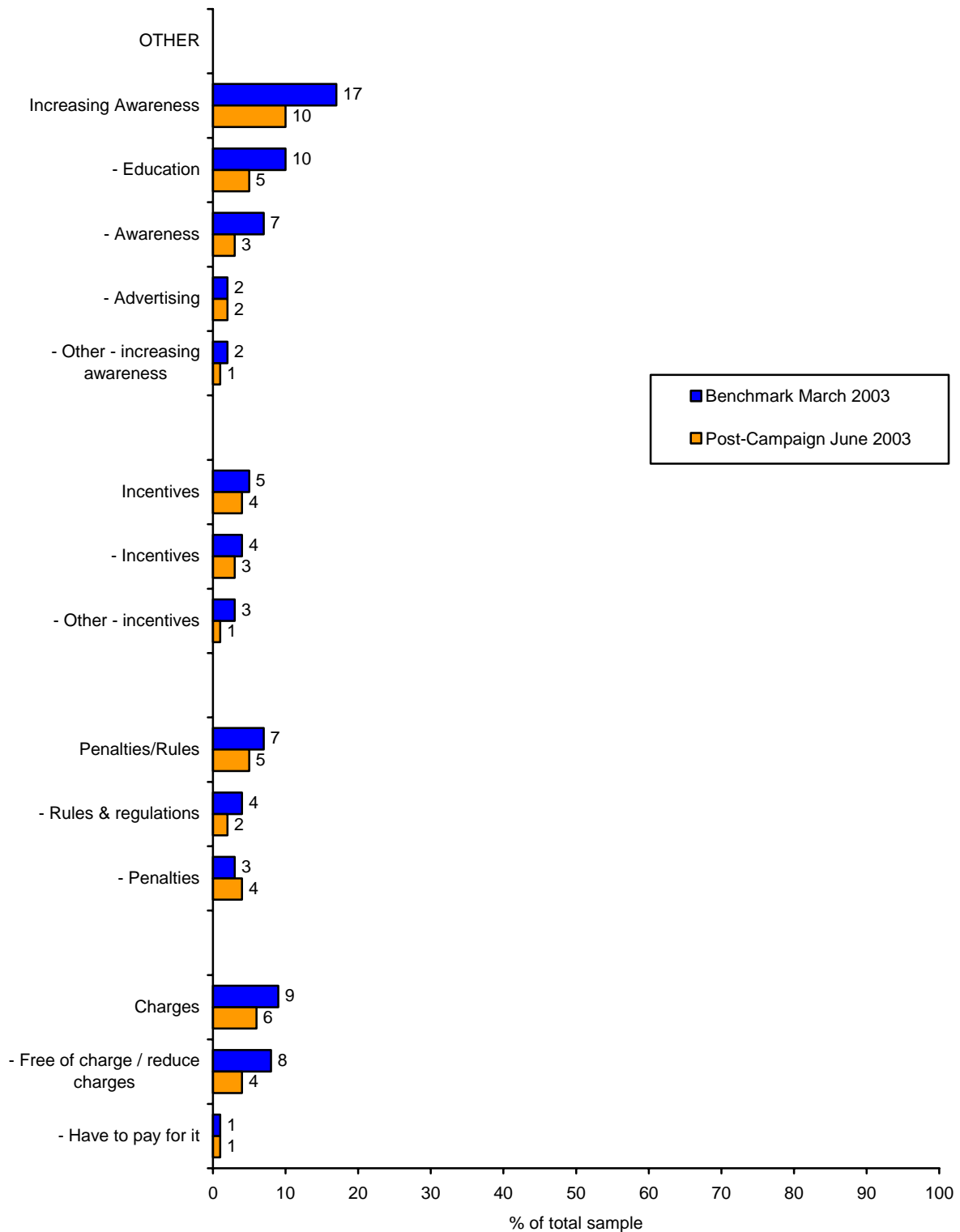




Note: Multiple answers possible

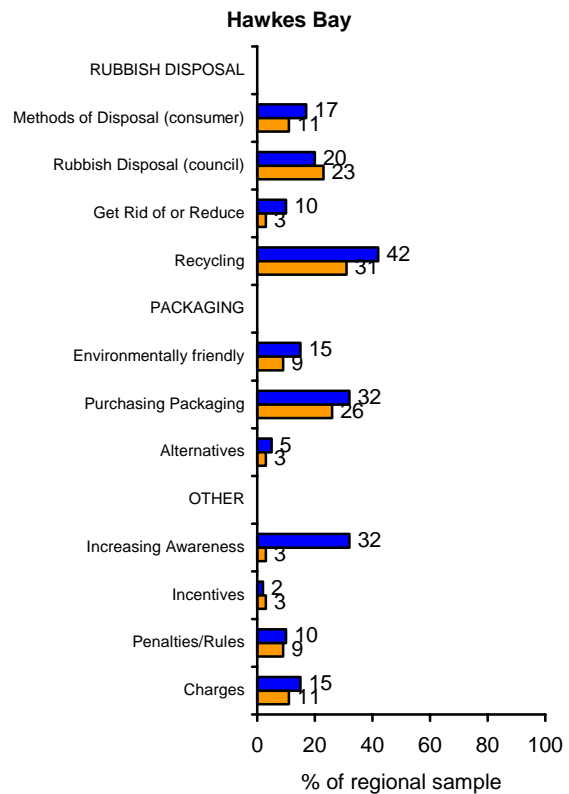
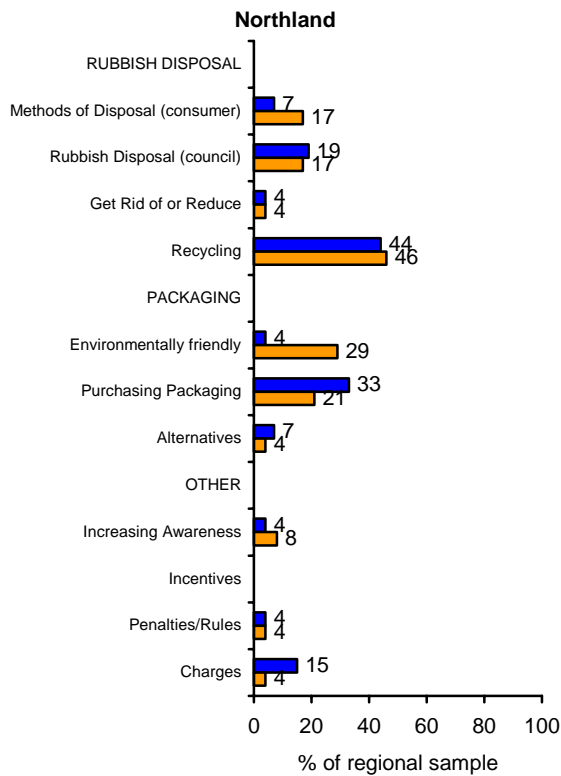
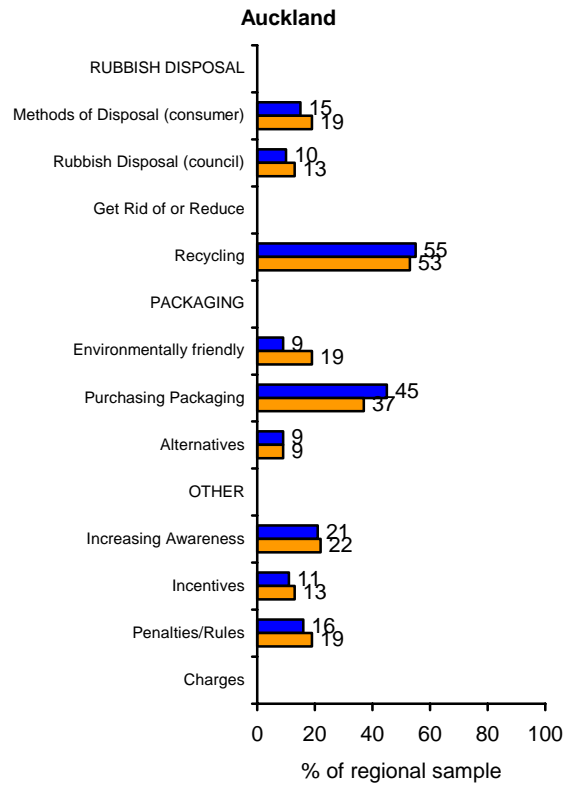
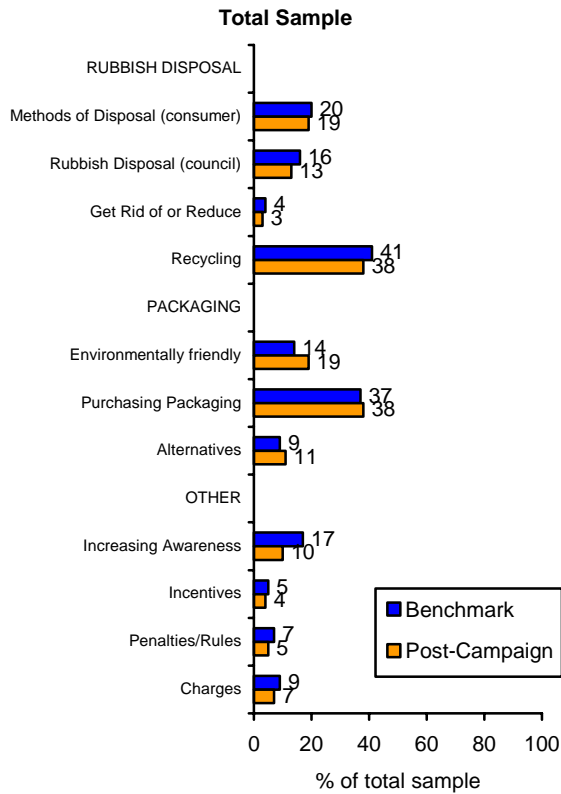


Suggested Methods of Rubbish Reduction (III)



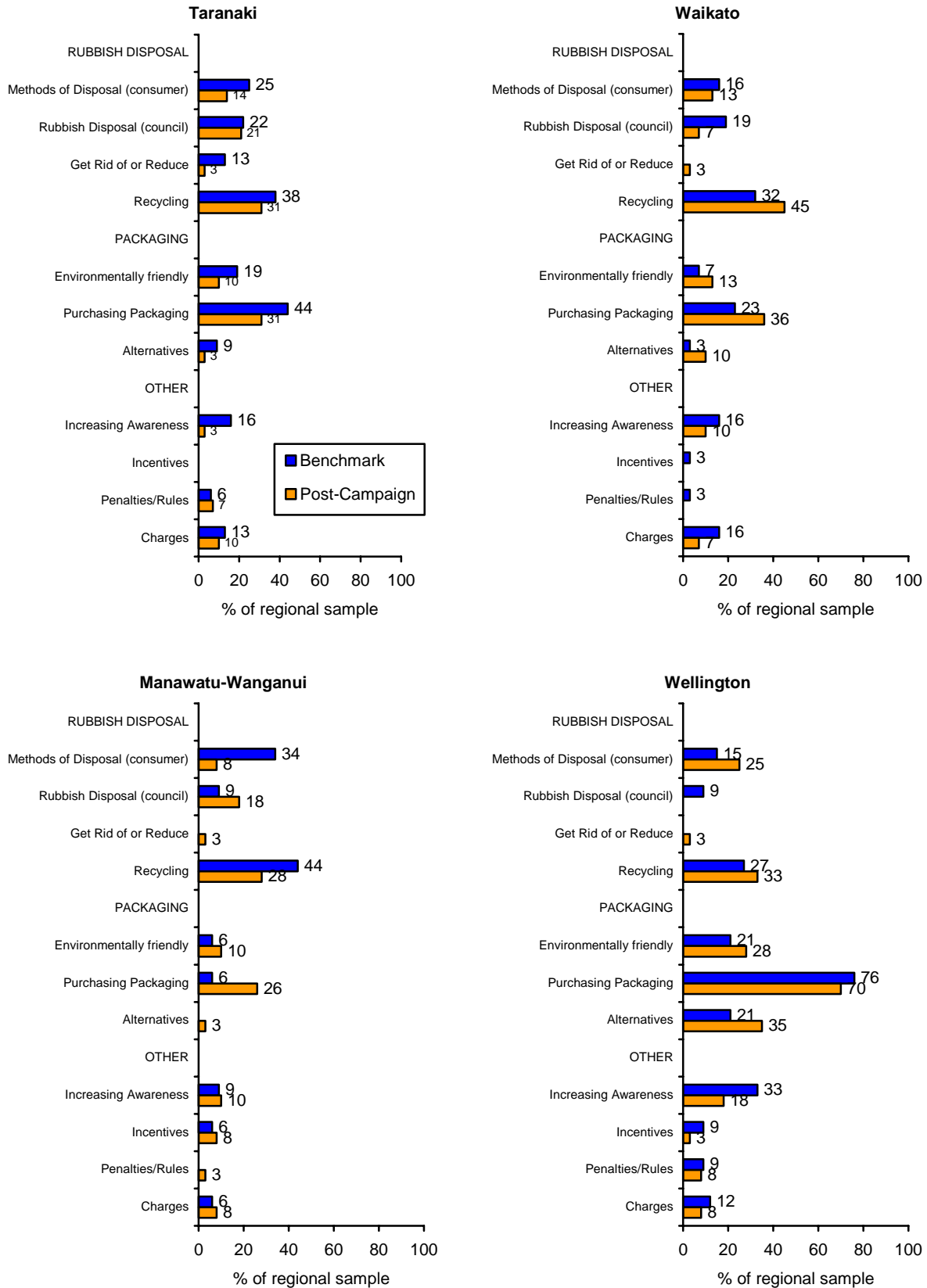
Note: Multiple answers possible

Main suggestions by Region



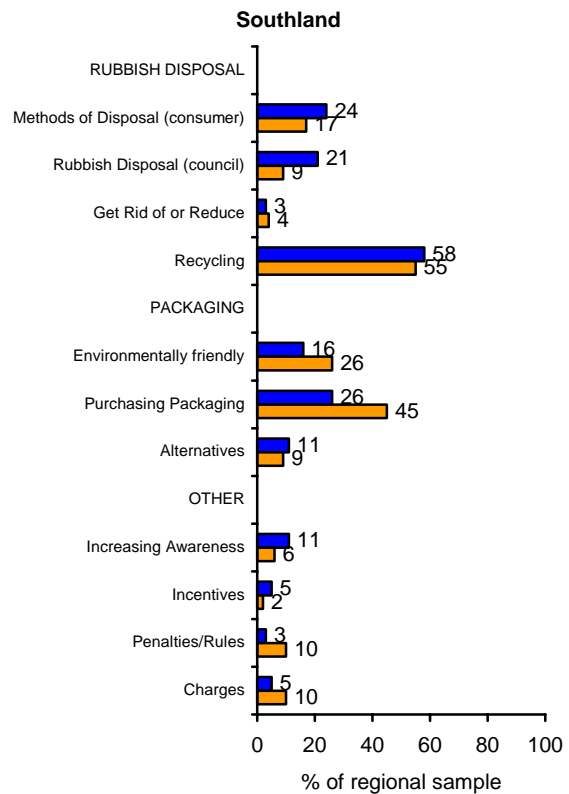
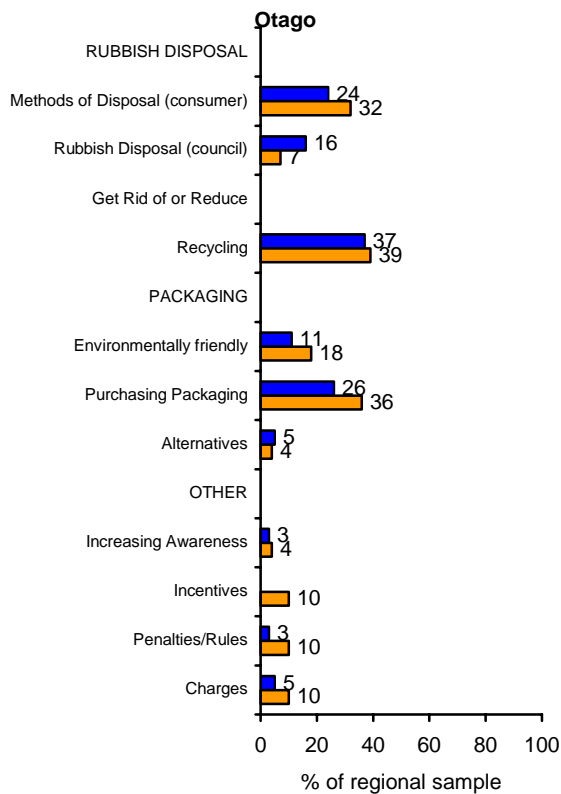
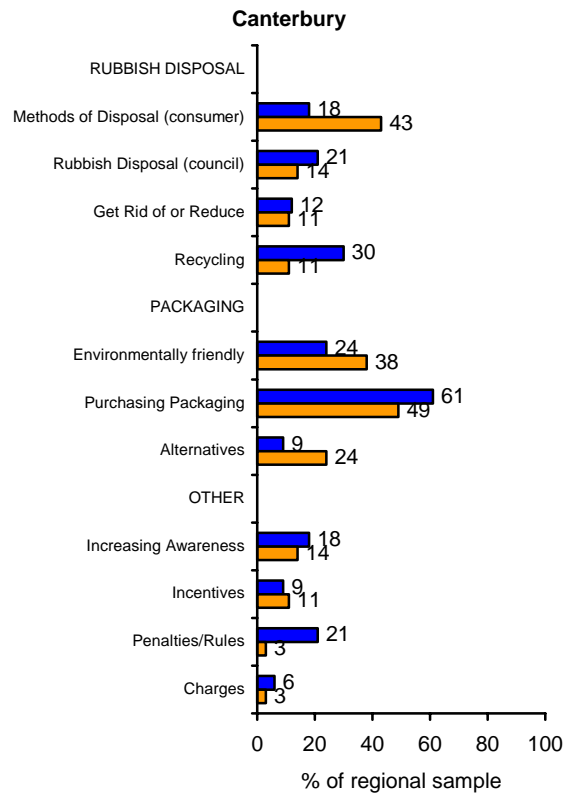
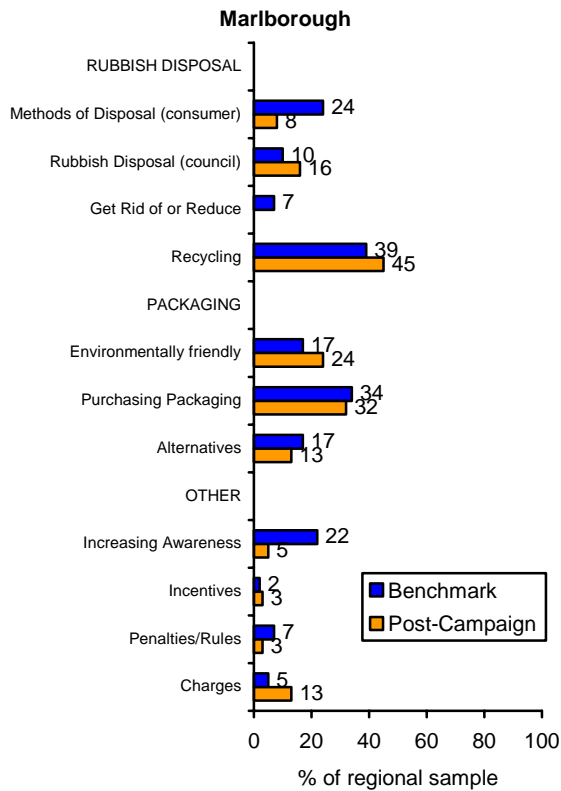
Note: Multiple answers possible





Note: Multiple answers possible





Note: Multiple answers possible



Actual comments (*benchmark in blue, post-campaign in red*) included:

RUBBISH DISPOSAL:

Recycling:

Recycle...

"recycle some envelopes if you can"

"got to get recycling services set up"

"encourage people to recycle"

'recycling'

"make better use of recycling services"

"some sort of recycling programme done by the local council where it is picked up at kerbside rather than having to take it all to the dump"

'more recycling should be done of glass, cardboard, garden waste, plastic'

"recycling"

"householders responsibility to recycle as much as possible"

"encourage more recycling"

"provide better ways to recycle"

"more emphasis on recycling"

Recycling plant – depot – facilities...

"a recycling plant"

"recycling depot"

"I would like to see facilities to recycle paper, glass, tin, oil and chemicals"

"provide more recycling facilities especially to rural areas, more drop off points"

'council to provide more recycling facilities then people might make sure they recycle rather than throw out things that are able to be recycled'

'more recycling depots in town'

'more recycling outlets for bottles, plastics, green waste and paper are needed'

'we need a drop off centre or somewhere to take it'

"for the likes of us farmers in rural areas a recycling outlet of some kind would benefit hugely"

"recycling collection spots"

"more recycling stations around the area"

"more recycling services"

"good recycling depot needed"

"easier access to recycling"

"up to the council to make recycling facilities available"

"need more recycling services"

Recycling bins provided...

"council should provide more recycling bins around the area for newspapers, tins and plastic"

'council should provide more recycling bins"

'councils responsibility to supply recycling bins or depots"

"recycling bins should have covers on them to prevent the wind blowing the rubbish around"

"need recycling bins for cans as in Auckland"

"provide us with roadside bins for each house"

"provide us with a recycling bin like they do in Auckland"

"provide each household with its own recycling bin"

Recycling at the gate / sort out rubbish...

"they should have recycling at the gate, by the time you have driven your car to the dump and polluted the atmosphere it would be better to just have one truck driving up the road"

"package rubbish separately, sort it out"

'sorting it into the different types of rubbish"

Machinery to recycle everything...

"in Australia I have heard of a machine that shredded everything, metal and plastic and blended it to make a timber that wouldn't rot but I have never heard anymore about it so maybe it was too expensive"

Others...

'we live on Stewart Island and don't have any recycling facilities. I think it would be difficult and costly to set something like this up on the island"

Methods of disposal (consumer):

Composting...

"separate composting rubbish at the house with a compost bin"

'community composting"

'plant material could be composted"

"encourage composting"

"I think people should be composting more, putting it back into the ground"

"compost more green waste"

"I am out in the country so I try to compost what I can"

"I think the consumer should be composting more household waste like food wastage"

"compost their leaves and food"

"we personally compost"

"people should be composting more"

"turn vege waste into compost"

"use waste for compost"

"encourage people to compost"

Be responsible with the amount of rubbish we put out...

"some rubbish that goes out is excessive each week, people should try to contain their rubbish and not try and compact it into their bins"

"less packaging dumped so recycling takes care of it"

"we have got used to throwing everything out"

"do away with the throw away attitude"

Burning...

It would be nice to have somewhere to go to burn your papers"

"we burn paper on our fire in winter"

"we don't have a rubbish collection where we are so we have to deal with it ourselves, we have to burn a lot of it"

'we burn our big farm containers"

"I think more big industries could be burning rubbish"

"more burning of papers and cardboard items should be allowed"

Others...

"feed some vege peelings etc to our pet goose"

'bury rubbish"

'shredders are helpful"

"the consumer could be designing other ways of disposing of rubbish other than using a dump"

"training individuals not to drop their rubbish"

Rubbish disposal (council)

Collection...

"councils responsibility to collect rubbish"

"regular rubbish collection"

"twice weekly rubbish collection"

'could improve collection round university"

"want there to be a collection for us, we are only 1 block off 2 main roads"

Facilities - Drop off points – areas – Transfer station...

"council needs to provide the facilities and place them in convenient locations so that people will use them"

"need a rubbish transfer station in Dargaville"

"no bottle bins where we live or plastic bags collection bins, need to have collection bins in local areas"

"free rubbish tips"

"should have land fills"

more suitable area to dispose of rubbish"

Bins...

- "more bins around especially in parks and beaches"*
- "council needs to provide bins. ATM machine area needs a rubbish bin not just a silly little slot"*
- "more rubbish bins in the local streets would be nice"*
- "bigger wheelie bins"*
- "not enough rubbish bins and not emptied often enough"*
- "have more access to rubbish bins around the streets and in town"*
- "reduce size of wheelie bins"*

Clean the streets...

- "picking up litter from the gutters in main street Levin"*
- "council should clean our streets more regularly"*
- "up to the council to have someone to go round the streets to clean the rubbish"*

Inorganic...

- "council should have one day a month where a truck would come around and collect any recyclables that people put out on the roadside"*
- "more inorganic collections"*
- "I think sometimes it would be good if we could have a non organic collection"*

Others...

- "council should provide access to a wider variety of things that people can drop off for recycling"*
- "prefer to have glass collection boxes like they do in Christchurch"*
- "council should do more for locals and not combine with other councils in the area"*
- "I understand there is a .5 million population in England that can turn sewerage sludge into compost in 8 days"*

Get rid of or reduce:

Paper...

- "do away with computers – they produce so much paper, too much paper"*
- "stop sending junk mail"*
- "reduce the amount of flyers from companies"*
- "someone collect newspapers"*
- "try to make other uses for paper"*
- "reduce junk mail ie circulars etc"*

Disposable nappies...

- "reduce use of disposable nappies"*
- "disposable nappies are a huge environment issue"*
- "manufacturer to design a nappy that could break down instead of plastic that sits around forever"*

PACKAGING:

Purchasing – Packaging:

Reduce the amount of packaging, use less packaging...

"put less packaging on goods"

"manufacturers to make less packaging"

"reduce the amount of packaging around consumer products"

"retailers could cut down on packaging"

"buy less"

"manufacturers should use less material to pack things instead of wrapping everything individually"

"less packaging on products you buy from the shops"

"less packaging would be a start"

"reduce packaging"

"less packaging on consumer goods"

"reduce the amount of packaging"

Do not use plastic - shopping bags...

"I try not to use plastic shopping bags but use cartons"

"reduce the use of plastic"

"plastics"

"use less plastic"

"supermarkets reduce number of plastic bags"

"get rid of plastic and plastic supermarket bags"

"do away with plastic containers and bags"

"the supermarkets to stop giving away so many plastic bags and start to reuse them"

"stop using plastic bags"

"should have less plastic bags at supermarkets"

"don't ask for plastic bags at supermarket"

Relook at packaging...

"containers and packaging need to be altered"

"packaging for food and farm supplies could be looked at more"

"burnable packaging"

"manufacturers need to look at how to package their products"

"start to look at their packaging ways"

"change the way they make and produce their products"

"change their products from plastic and tins"

"revisiting the packaging arrangements we have these days"

"manufacturers need to look at the way they wrap things"

"look at different ways to lessen their product packaging"

"manufacturers need to look at different ways of packaging"



Refills...

"buy refills for various products"

"refill containers or buy refills"

"somewhere you can go and refill your bottles"

Others...

"boycott products with loads of packaging"

"I try to buy products from Bin Inn where it is not packaged"

"we should be doing what they do in Germany where in the supermarket when you buy a product with packaging you can take the product out of the packaging and leave it at the supermarket in bins and the supermarket sends it back to the manufacturer to dispose of."

As a result the manufacturers are getting fed up with the packaging and have been reducing it"

"I am Dutch and over there they don't use them so much and they charge 25c per bag"

"buy in bulk"

Environmentally friendly packaging:

Recyclable – reusable...

"recyclable packaging"

"use reusable containers for kids school lunch instead of using plastic wrap"

"too much packaging that is not recyclable"

"by reuse of packing materials"

"use reusable packaging"

"consumer should re use a lot of glass and plastic ware instead of throwing these out and filling up our land more"

"recycle your bags instead of buying new ones"

"makers of packages should make them recyclable"

"use more recyclable packaging"

Have biodegradable packaging...

"it is up to the manufacturer to make something biodegradable – the packaging of particular items for supermarkets, the household items and tinned food, the polystyrene base and cellophane that meat etc is wrapped in"

"use biodegradable products"

"the manufacturer should use more biodegradable products in their packaging"

"get biodegradable stuff that you can burn"

"maybe the likes of KFC, McDonalds could look at a more biodegradable material for their packaging"

"change products to a more biodegradable product"

"products that will break down very quickly"

"use more organic stuff so that it can break down and not clutter the earth"

"have products which break down easily in the dump"

Environmentally friendly

"try to get packaging to be more environmentally friendly"

"more environmentally friendly packaging"

"manufacturers should think about environmentally friendly packaging"

Alternatives:

Glass...

"go back to glass"

"glass can be recycled"

"they got rid of glass milk bottles and this was a bad thing"

"go back to refilling glass bottles to try to reduce all of this plastic stuff"

"go for more glass type things"

"milk bottles instead of plastic containers"

"go back to glass milk bottles"

Paper...

"buy products in brown paper bags instead of all the fancy packages"

"go back to paper bags"

"go back to paper bags instead of plastic ones and then we can burn the paper ones"

"use more paper bags"

"need to go back to paper bags"

"more paper and thin cardboard products"

"go more towards paper, cardboard"

"go for paper"

"bring back the old paper bags, they were practical"

"insist on paper bags"

"use paper bags"

Take your own...

"take a box to the supermarket instead of accepting plastic bags"

"take your own bags to supermarkets"

"people should take their own bags to use"

"take bags to the supermarket instead of getting more"

"in America you actually take your own bags when doing the supermarket shopping"

"individuals use own bags"

Others...

"cardboard icecream containers not plastic"

"instead of using plastics for their packaging why not cardboard which breaks down"

"organics"

"hessian type materials"



OTHER SUGGESTIONS:

Increasing awareness:

Education...

"keep up the education about this in schools"

"educate people to compost or otherwise minimise all their disposable rubbish"

"education"

"Govt should educate young people through the school"

"education – Govt and council should let people know what recycling facilities are available and that they are working"

"educate people on specifics"

"education in schools"

"local councils and schools need to educate people"

"educate people about recycling"

"have an education campaign"

Awareness...

"people should be more aware of the environment and try to protect it and look after it"

"become more aware in the home of what you are disposing of and how"

"everyone needs to be more aware"

"if people were more aware of the need to cut down on rubbish I am sure most people would try"

"young people should be made aware that it is shameful to throw bottles on the road"

"more information to make public more aware"

Advertising...

"more bill boards saying put your rubbish in a bin or don't dump rubbish on side of road"

"send out pamphlets, do TV, radio and newspaper ads"

"Govt should do more national advertising to raise general awareness of the problem and teach people what they could and should be doing"

"I think the media, through a council ad or documentary should be showing people how to reduce rubbish"

"more proactive advertising campaigns"

Other...

"people should take more notice of info received from council and other environment sources"

"people should be encouraged to be more proud of their property and show concern for others with a selfish attitude"

"possibly do a documentary about the rubbish build up in Hamilton itself"

"think the Govt should provide courses on how to go about composting"

"have free courses"

"have more of communication which tells you what you can recycle"

Charges:

Free or reduced...

- "the council shouldn't charge you to tip green waste"*
- "they should reduce dump fees"*
- "make collection of rubbish free"*
- "free of charge"*
- "not charging for taking organic matter to the tip"*
- "make access to recycling free or cheap"*
- "make the bags for recycling cheaper"*
- "reduce the rubbish tip fees"*
- "drop tip prices"*
- "reduce dump fees at the refuse station"*
- "fees should be reduced to encourage people to dump and not throw out on roads"*
- "the price at the dump has gone up and will increase"*
- "dump charges too high"*

Have to pay

- "charge people more to get rid of it then people might think twice about what they are throwing out"*
- "charging more for space"*
- "I think supermarkets should have to pay a rubbish tax"*
- "manufacturers should have to pay for using plastics"*

Others...

- "the local rubbish dump is getting too expensive so people dump bags"*
- "have a big charge on plastic bags so people take and reuse them over and over"*
- "put levies on plastic bags to stop people using them so much"*
- "put a surcharge on plastic bags in supermarkets"*
- "introduce identification stickers for glass and plastic at a reasonable cost"*

Penalties/Rules:

Penalties...

- "I think if people are deliberately dropping paper and bottles around they should be fined"*
- "a fine to reduce rubbish"*
- "impose a levy on people who don't recycle"*
- "be more like Singapore where if they drop a cigarette they get fined. Bring in harder penalties"*
- "council should place more instant fine to people who continually drop their litter"*
- "should have taxes on all rubbish creation"*
- "instant fines, small amount say \$20 for dropping litter"*
- "fine people"*

Rules and Regulations

- "there should be limits put on them by the Govt"*
- "the Govt should have legislation about packaging coming out of supermarkets"*
- "need to set guidelines for producers to look at the packaging limit"*
- "a sign to remind boat owners not to put rubbish over the boat"*
- "the council to make a law and the manufacturers to stick with it"*

Incentives:

Incentives ...

- "incentives to businesses to recycle and use resources wisely"*
- "it is a matter of giving people incentives"*
- "they need some incentive from the local council to do anything about it"*
- "good if you can notice people maybe with a reward or recognition for their effort"*
- "give people more incentive"*
- "incentives to recycle"*
- "put incentives into place, say competitions"*

Refunds...

- "give a refund on plastic milk containers so you return them, when I was a lad you used to get 2 cents on a soft drink bottle so they all went back"*
- "refunds on bottles goods as in the past"*
- "have bottle drives back for fundraising"*
- "in Europe the Govt forces industries to pay a deposit on goods (packaging) which is then refunded when these items are returned to be used again"*
- "make a deposit on certain items and when returned you get a refund"*

Tax breaks...

- "Govt could give bonuses or tax breaks to companies who are cutting down on waste"*
- "tax levy be given to councils to help with recycling"*

Others

- "give subsidies to home owners"*
- "encourage them through discounted rates for households to use recycling more effectively, the less landfill waste put out the bigger the discount on your rate bill"*

Other others

- "done fairly well at moment"*
- "Govt and manufacturers research"*
- "everyone should have an input into what they want to do with their recycled rubbish otherwise it won't work"*
- "find out what other countries such as Europe, who don't have any spare land, do"*

Campaign Awareness

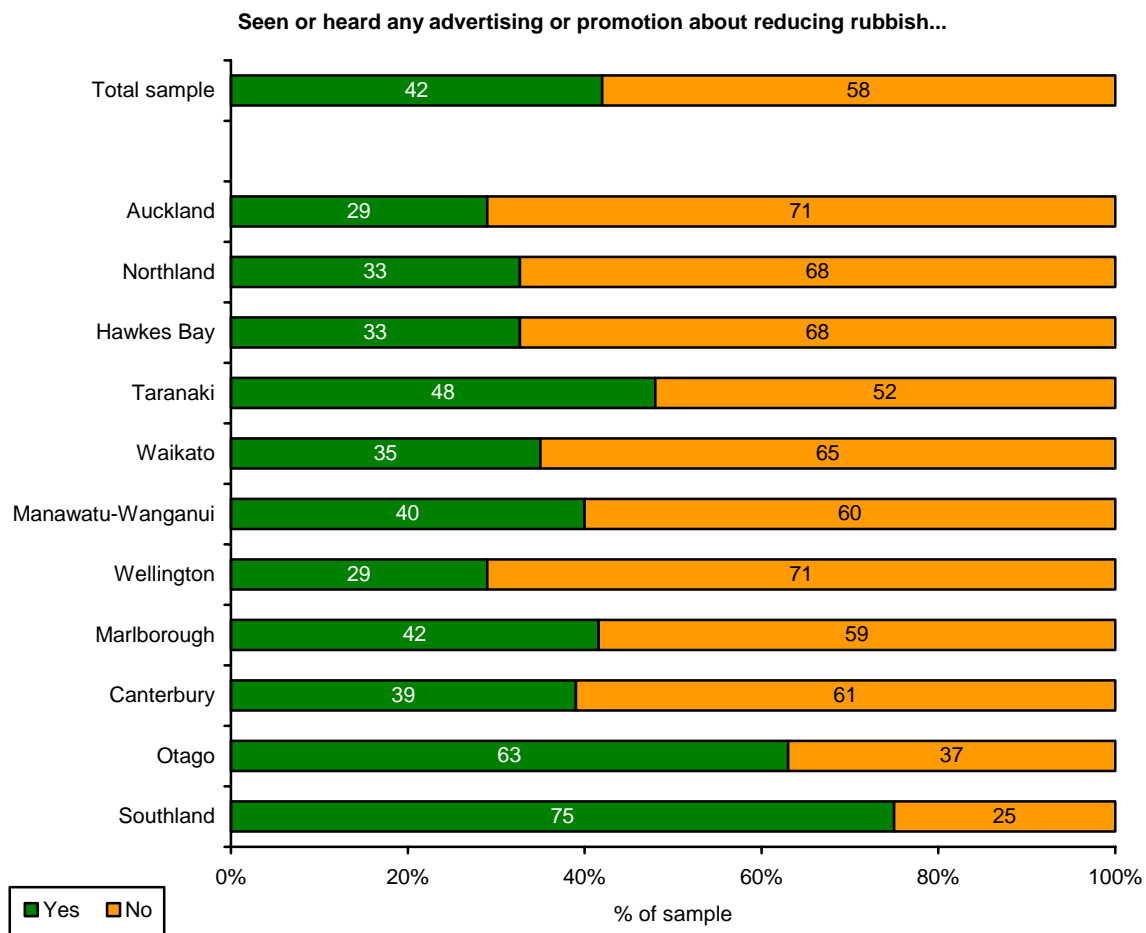
Respondents were asked whether they recalled seeing or hearing **any** advertising or promotions about reducing rubbish in the past few weeks or so, and if so, where they had seen it.

Overall, campaign awareness was similar to ARC’s last quarter Big Clean Up awareness, with 42% of all respondents having seen or heard any advertising or promotion material.

Extrapolating this percentage to the total number of households means that the campaign might have reached more than 500,000 households nationwide.

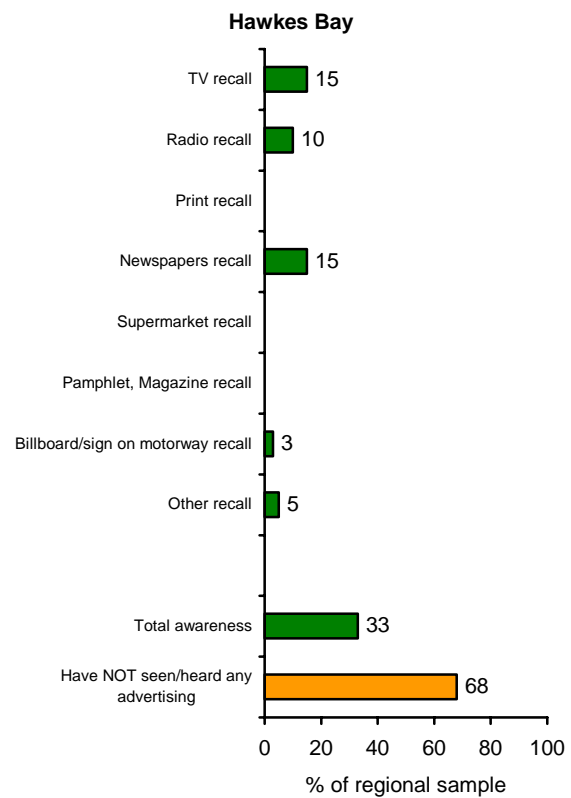
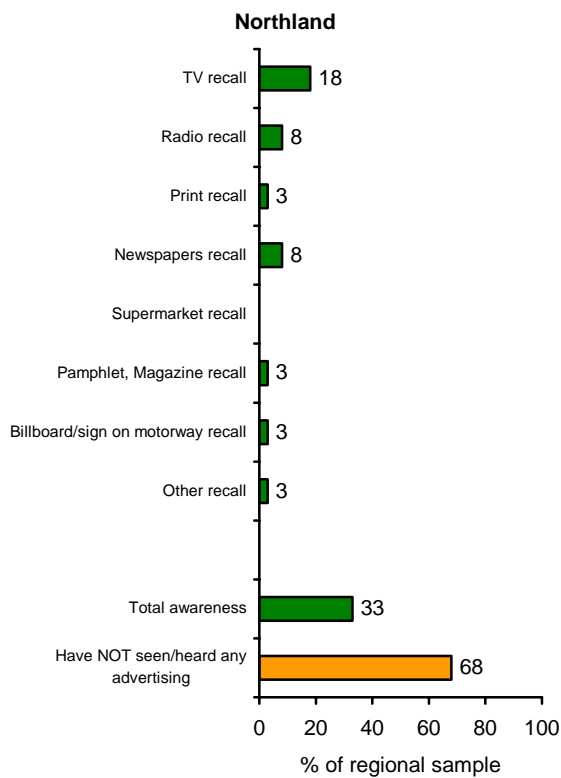
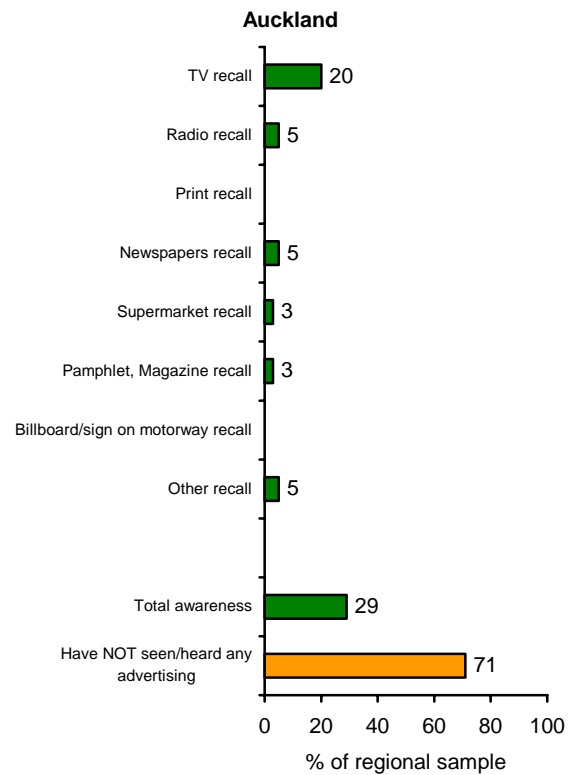
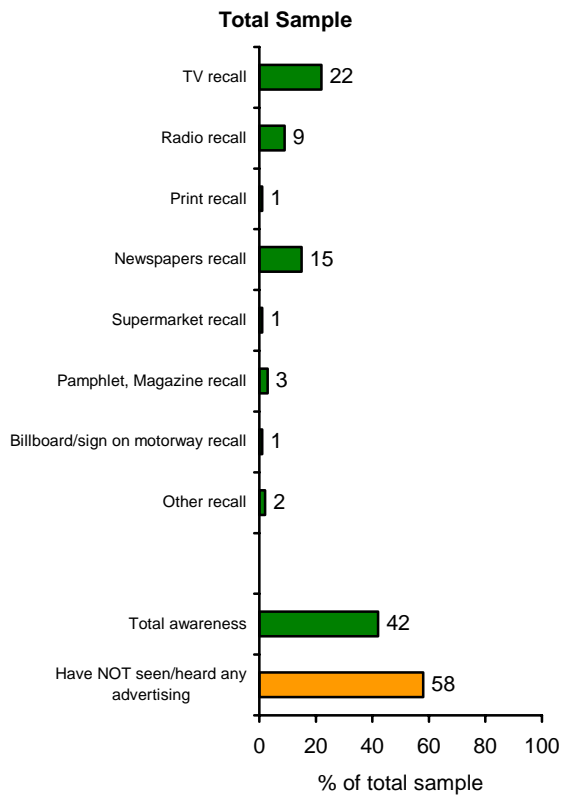
Awareness was highest in Southland, Otago and Taranaki, while it was lowest in Auckland and Wellington.

Again, it can be noticed, that external influences, such as the introduction of kerbside recycling in Dunedin (Otago) or the debate about whether kerbside recycling should be used in Invercargill (Southland), have significant impact on these results.



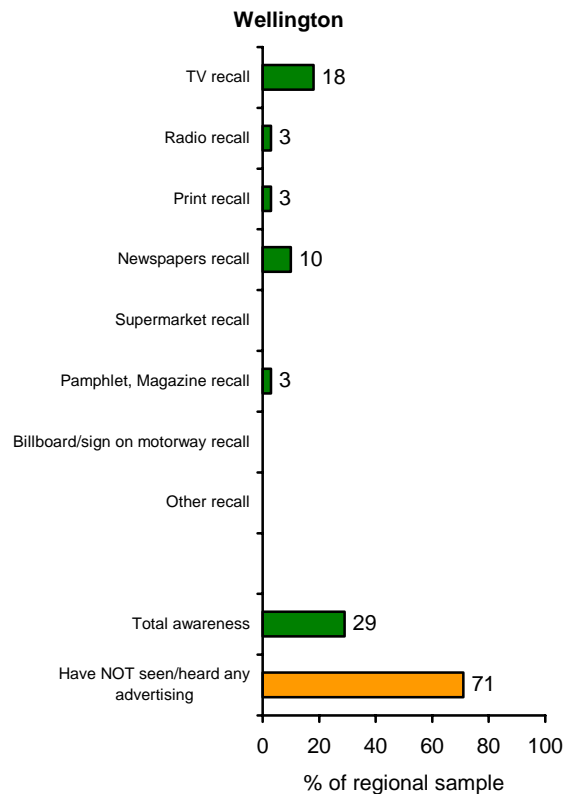
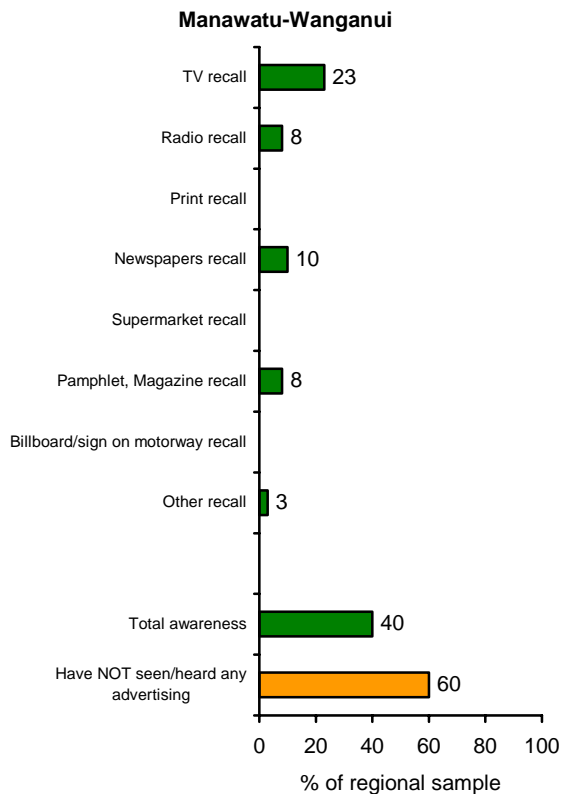
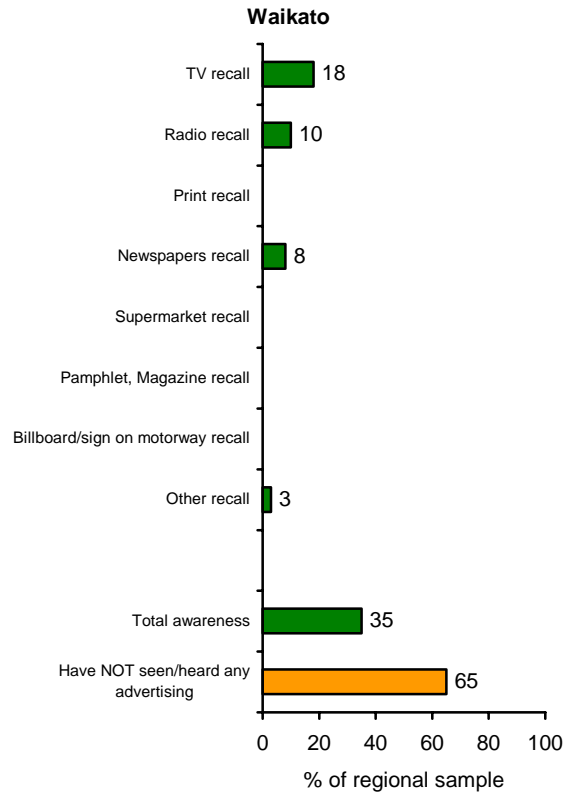
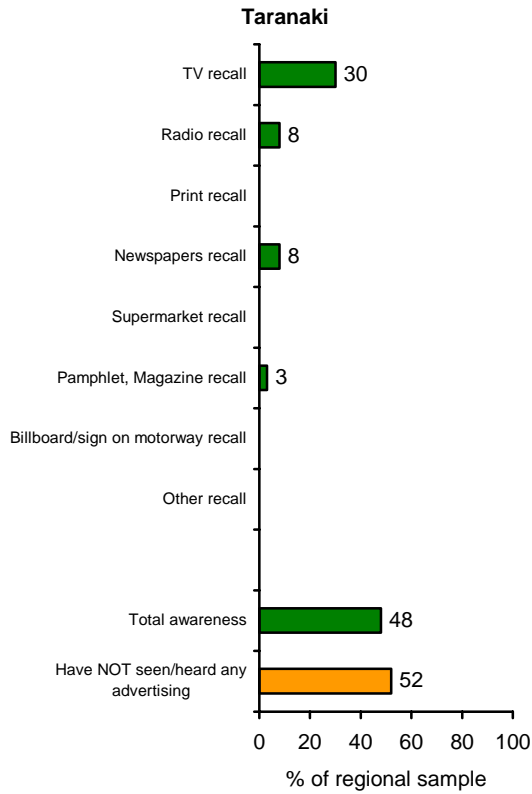
As can be seen on the following pages, TV was the most noticed communication channel overall, mentioned in total by 22% of all respondents, followed by newspapers recall (15%) and radio recall (9%).

Campaign awareness by Region



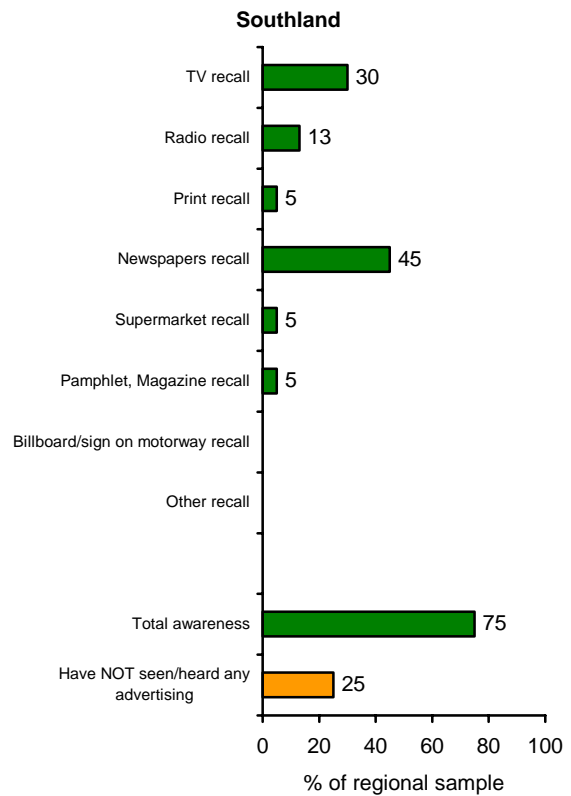
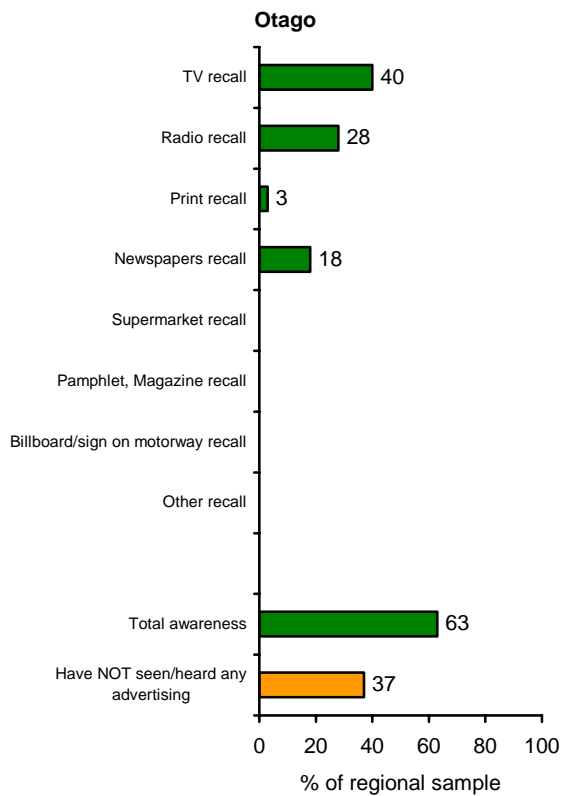
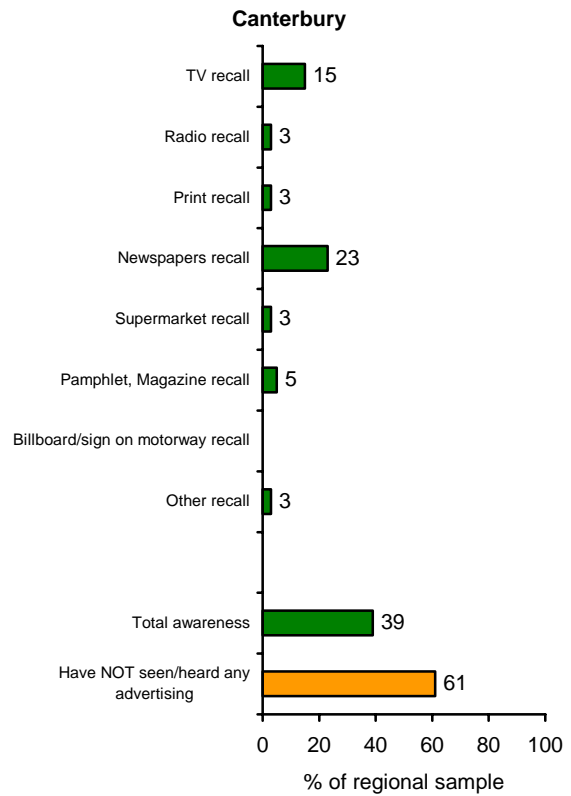
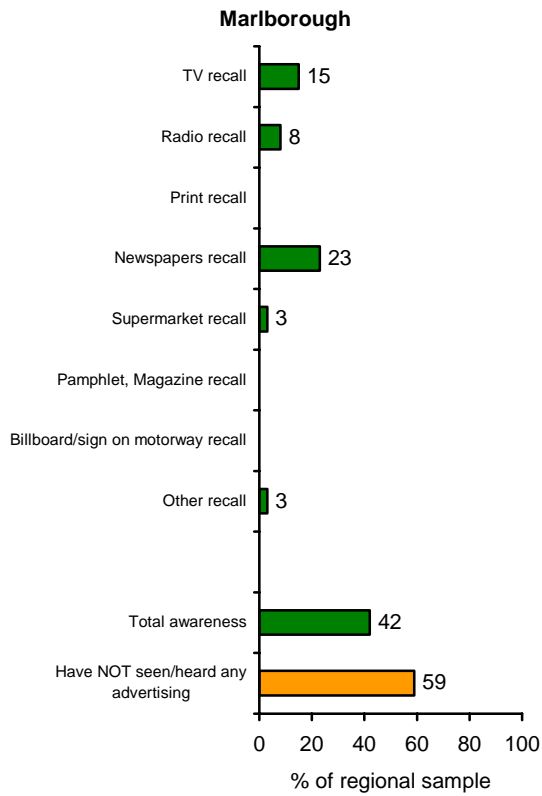
Note: Multiple answers possible





Note: Multiple answers possible



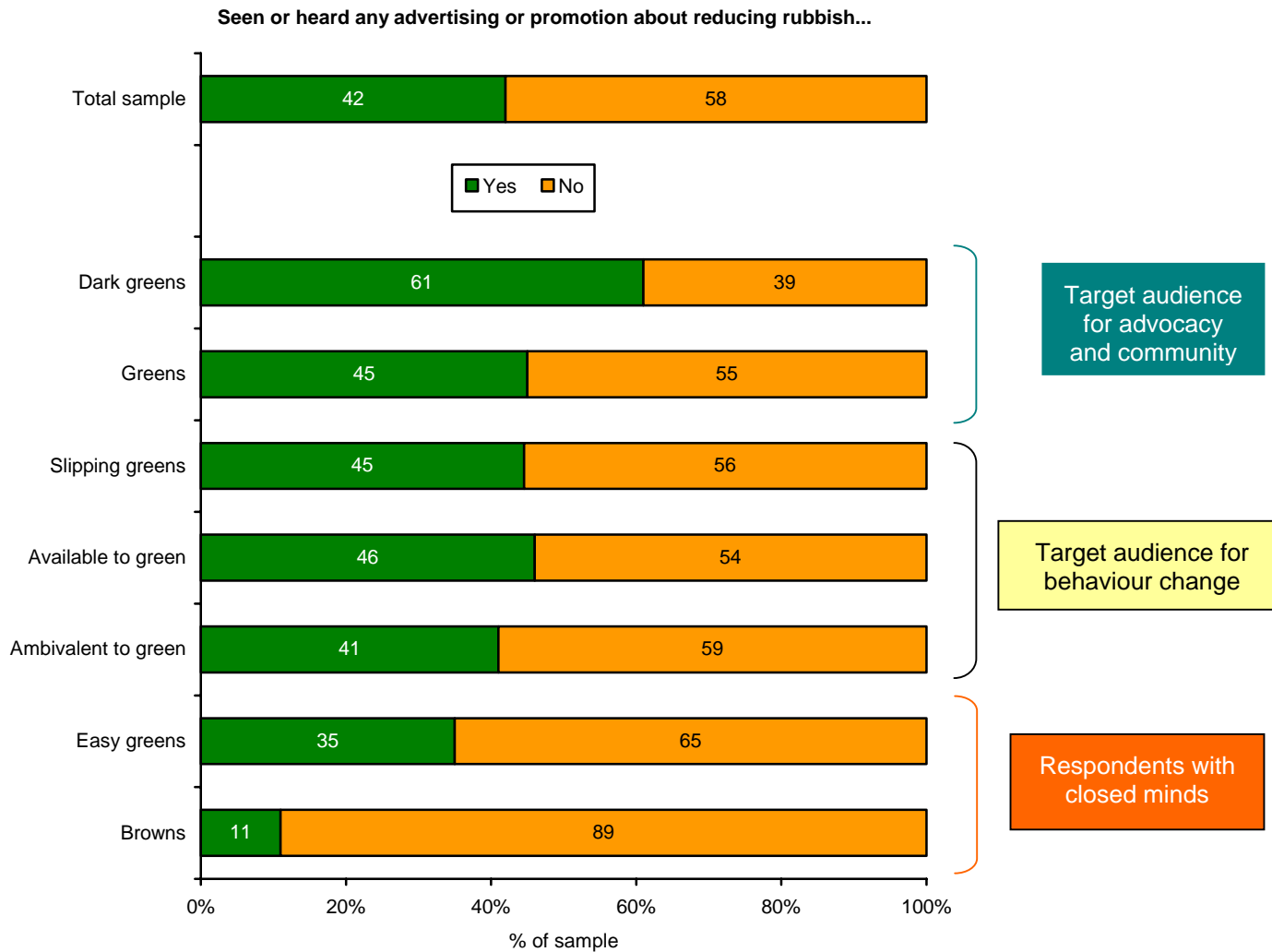


Note: Multiple answers possible



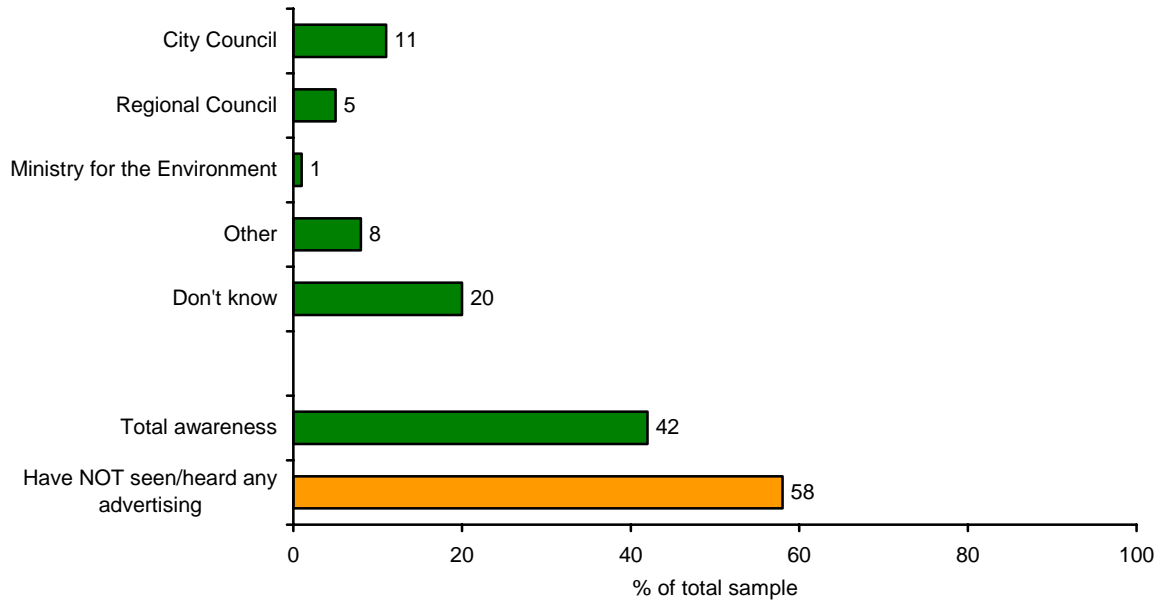
Campaign awareness by Lifestyle classification

Total campaign awareness was highest amongst 'dark greens' followed by 'available to greens', 'greens' and 'slipping greens', highlighting the fact that emotionally involved people are generally more aware of related issues. .



Campaign commissioner

When asked who was running the advertising or promotion, only one quarter, 25%, were able to give any indication. The majority of those, 11% of the total sample, thought the campaign was run by their City Council, followed by the Regional Council and the Ministry for the Environment.

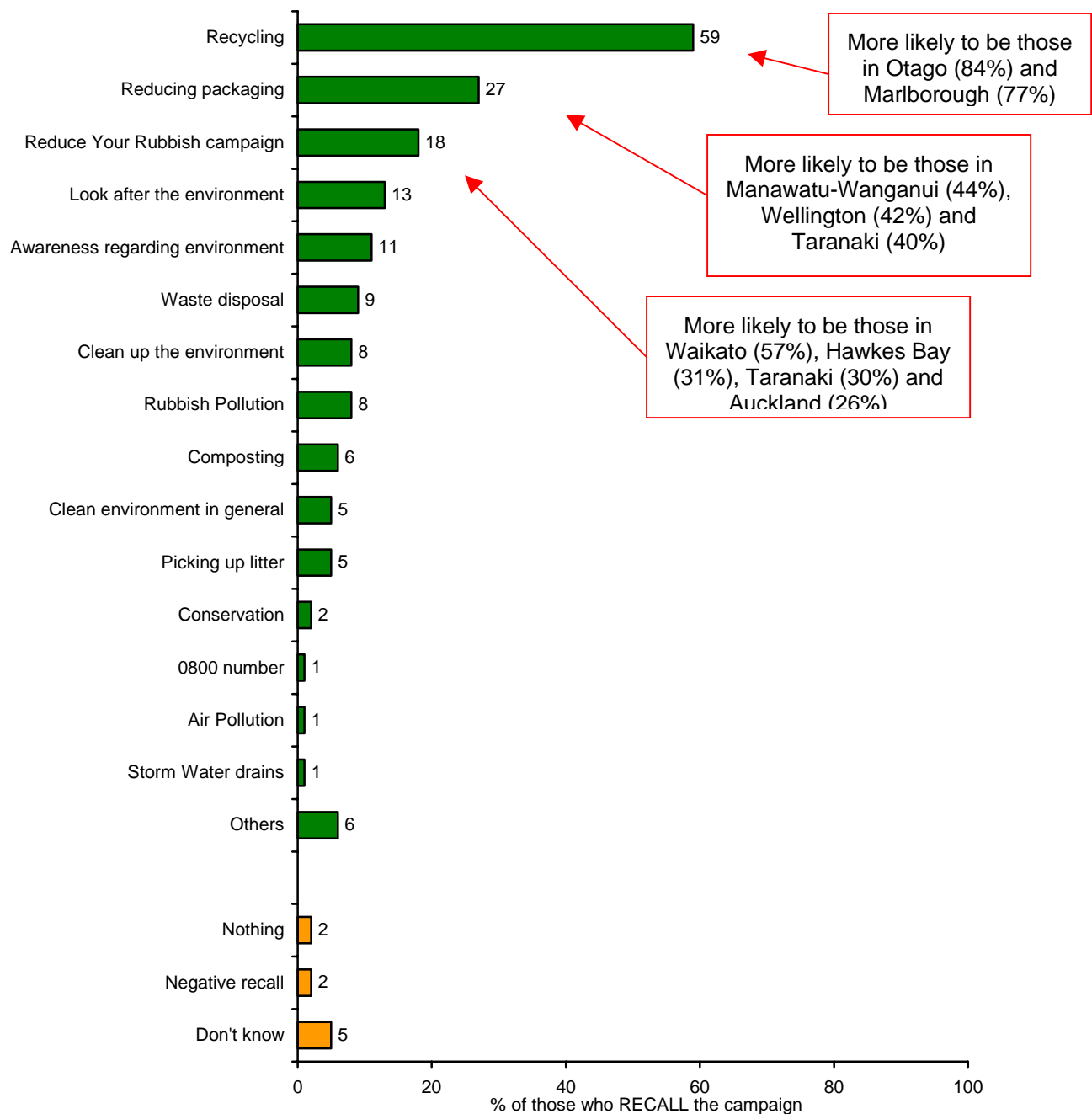


Note: Multiple answers possible

Advertisement recall

Those who recalled some kind of advertising or promotion about reducing rubbish were then asked what they recall as being the main messages.

Recycling was mentioned by more than half of the respondents, 59%, with just over a quarter, 27%, saying the main message was about reducing packaging. 18% exactly recalled the 'Reduce Your Rubbish' campaign, while 13% referred to looking after the environment and another 11% about creating awareness regarding the environment in general.



Note: Multiple answers possible



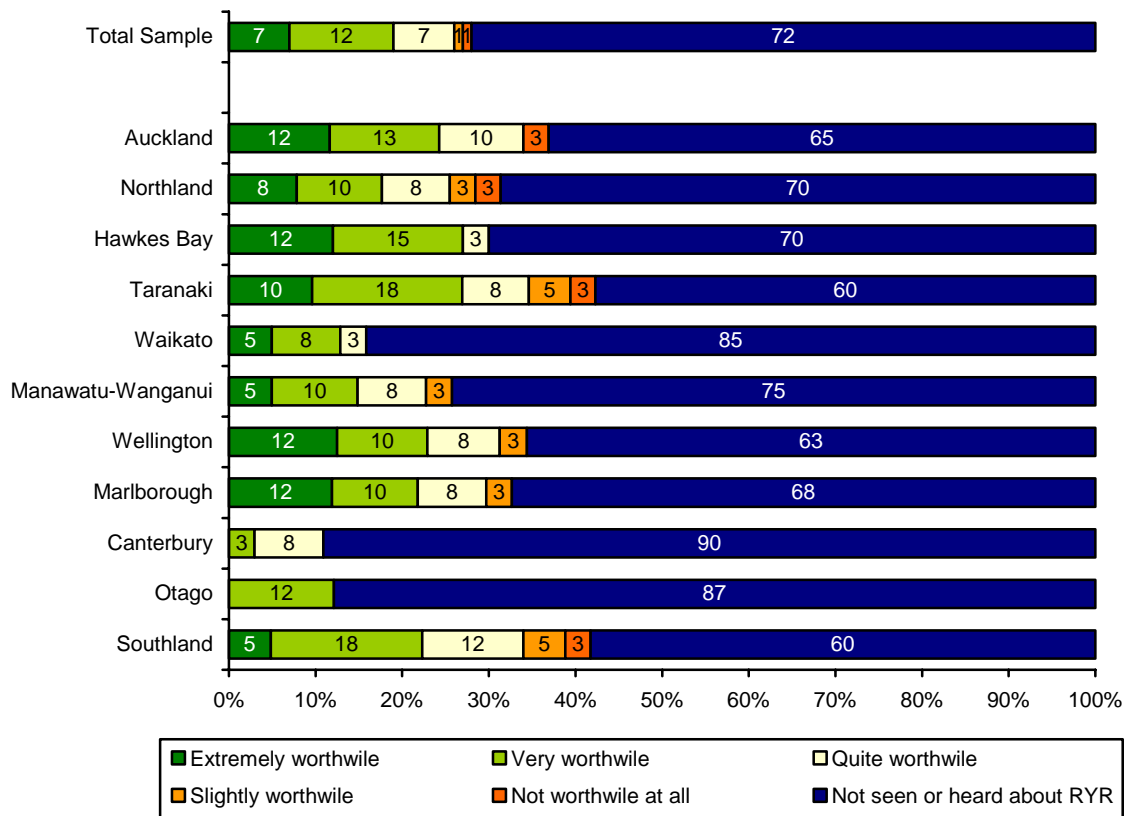
How worthwhile is “Reduce Your Rubbish” campaign

Respondents were then specifically asked if they have seen or heard anything about the “Reduce Your Rubbish” campaign, and if so, how worthwhile they think it is to run this type of campaign.

When prompted with the **exact campaign name**, just over one quarter of the respondents, 28%, said that they have seen or heard something about the “Reduce Your Rubbish” campaign. This is significantly lower than the previous 42% of respondents, who thought that they had seen some advertising or promotion about reducing rubbish in general.

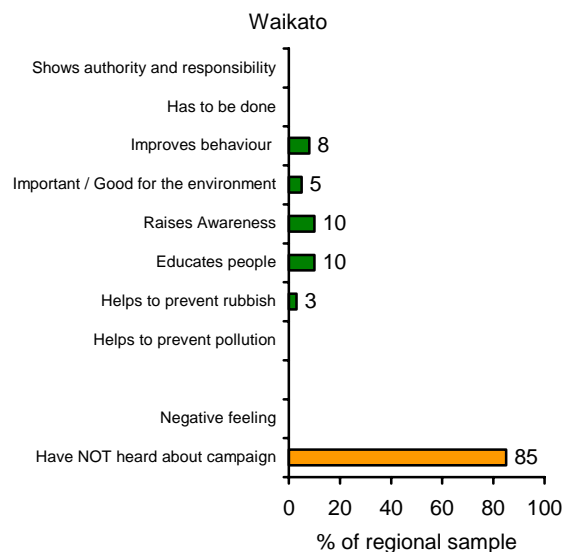
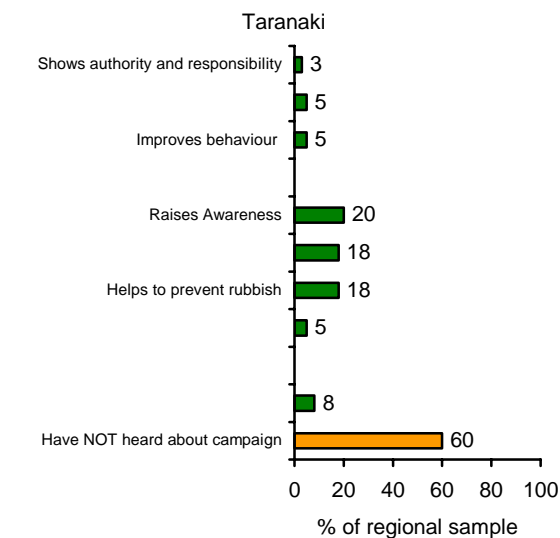
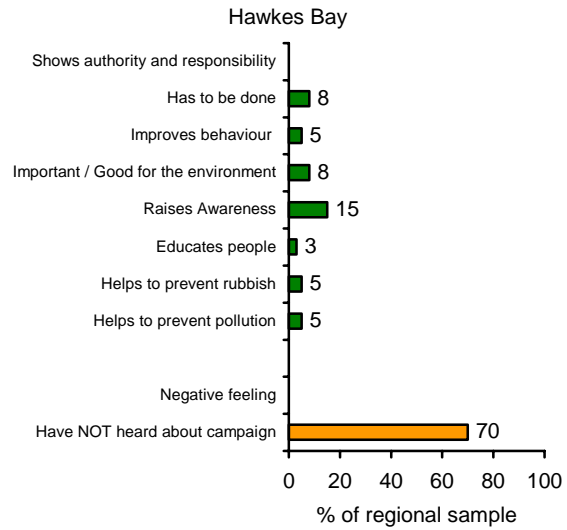
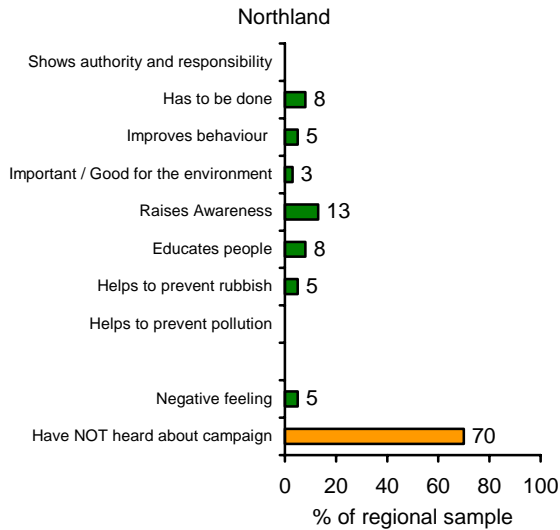
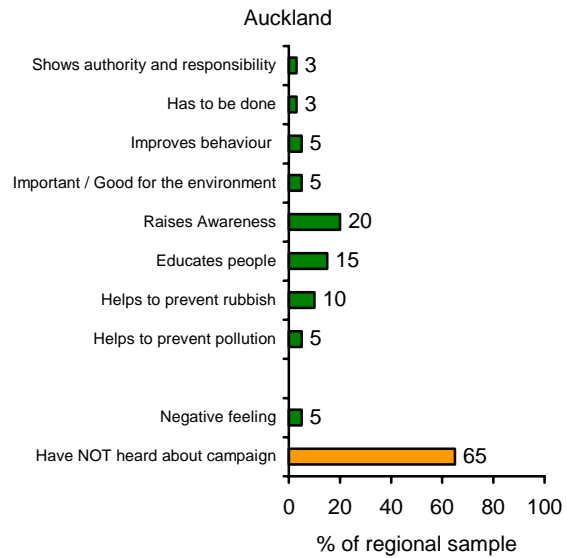
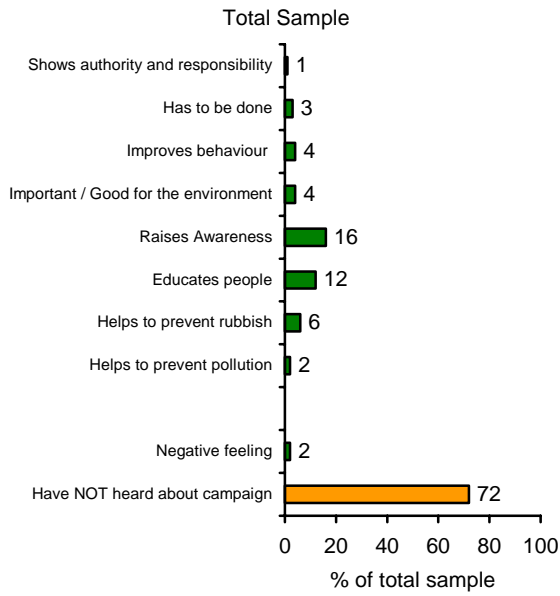
19% of the total sample think it’s extremely or very worthwhile to run this type of campaign, with a further 7% who say it’s quite worthwhile. This extrapolates to around 360,000 households in New Zealand. Only 1% feel it’s not worthwhile at all.

Those who think it’s extremely or very worthwhile are more likely to be in Auckland, Hawkes Bay, Taranaki, Wellington, Marlborough and Southland. Respondents in Canterbury and Otago (although high general awareness due to introduction of kerbside recycling) are significantly less aware of this specific campaign.



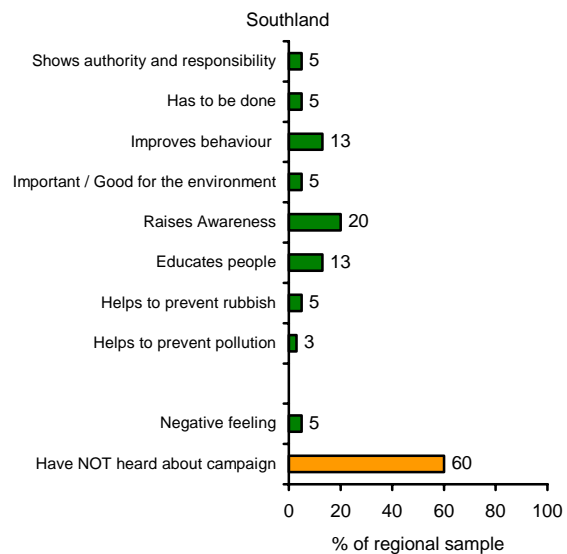
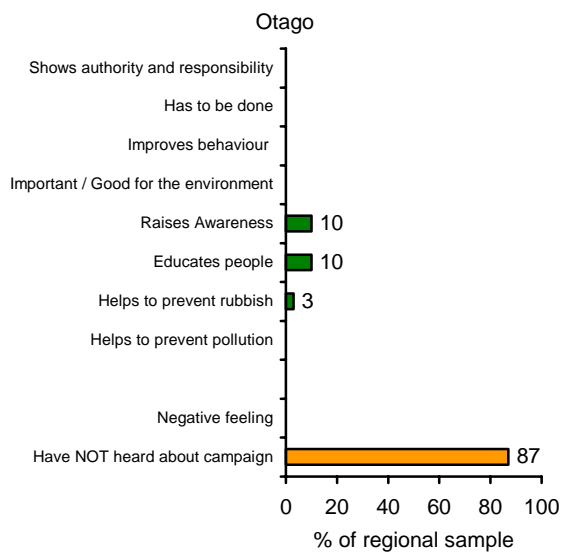
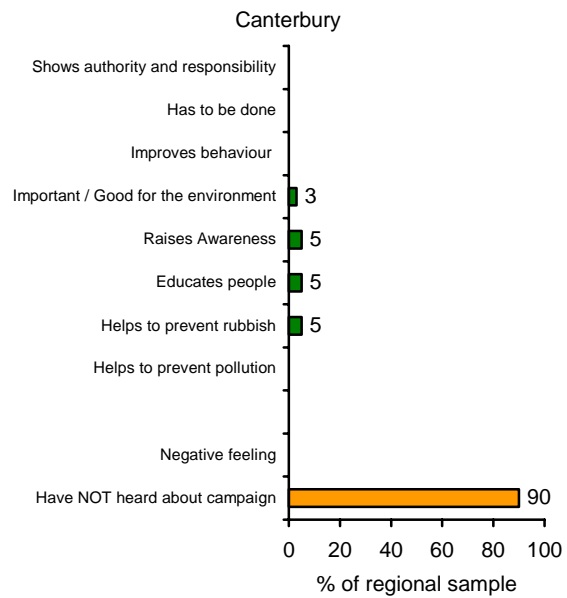
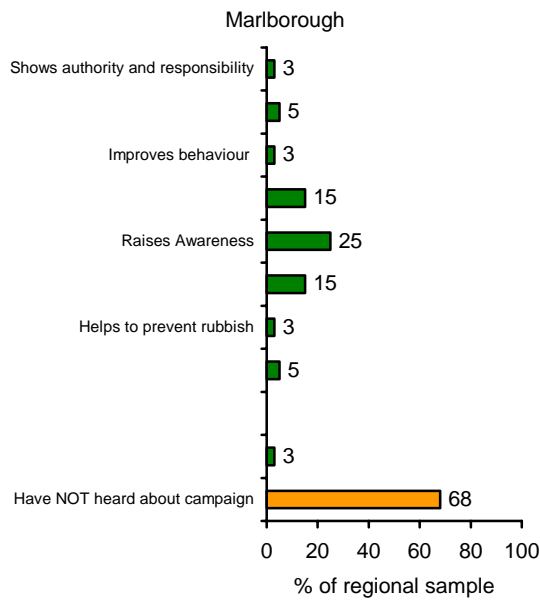
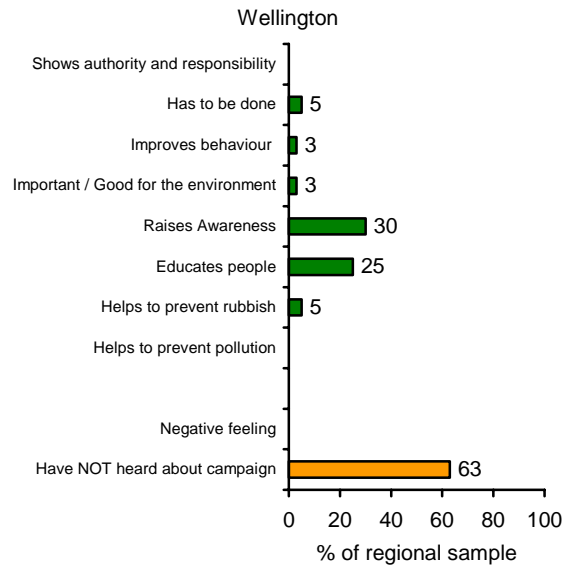
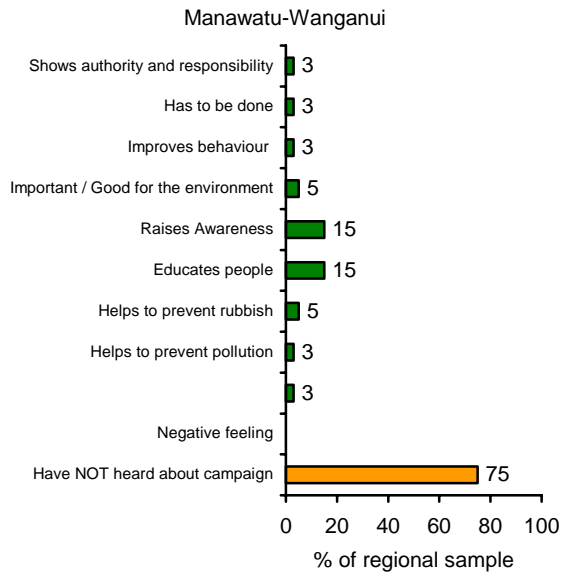
The charts on the following pages show the feelings that respondents have regarding the campaign. Answers were pre-coded but not prompted – multiple answers were possible.

Feelings regarding the campaign by Region



Note: Multiple answers possible

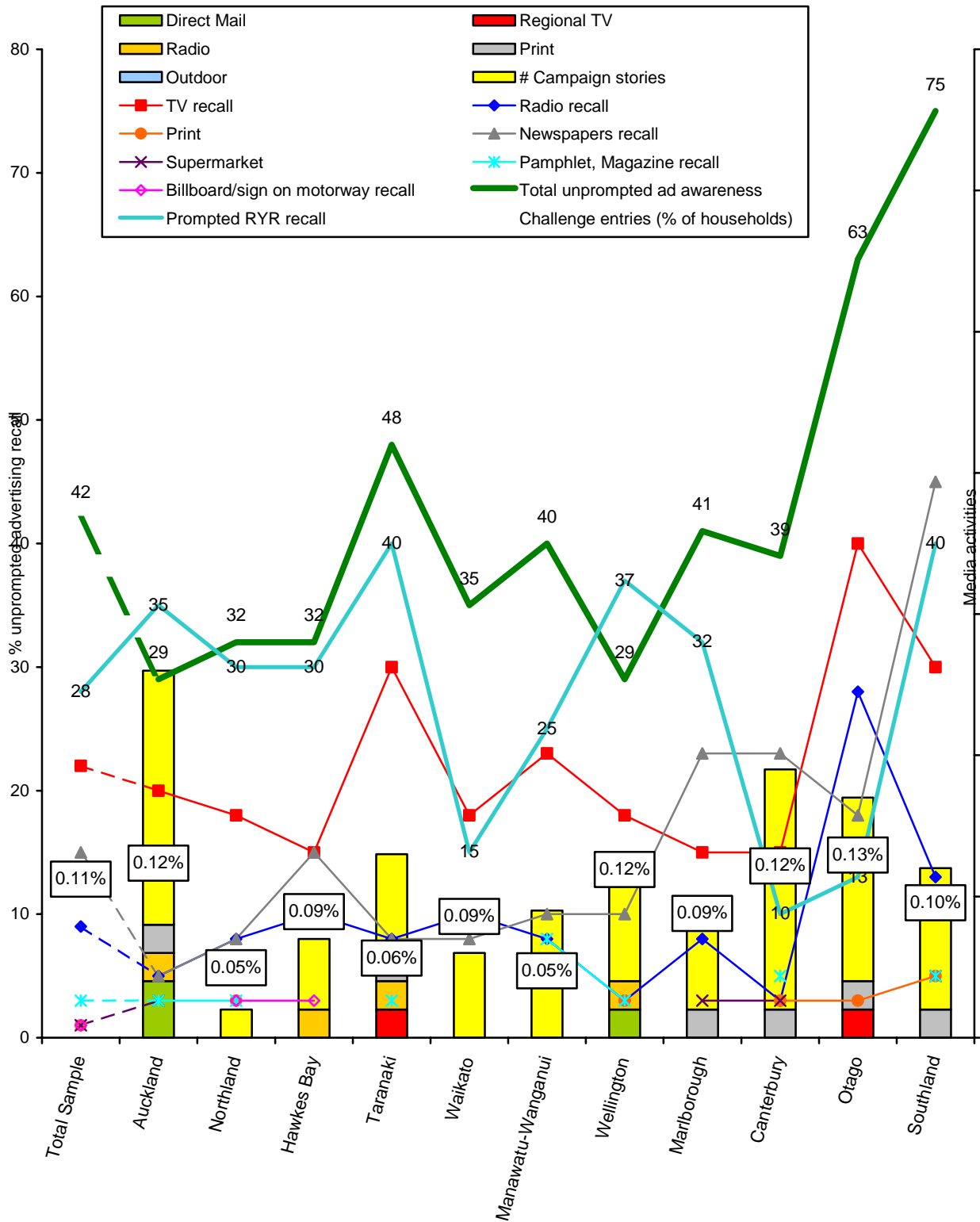




Note: Multiple answers possible



Campaign awareness vs. media activities



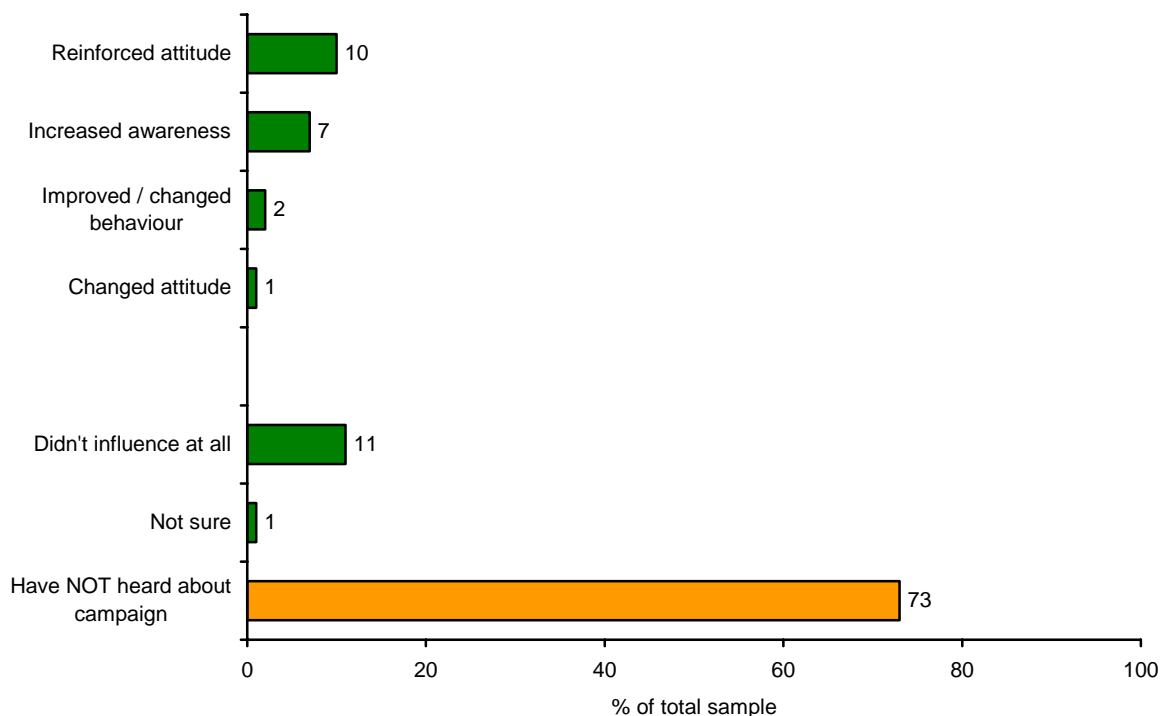
Note: The yellow bar is showing the number of campaign stories; the other bars show other significant media activities that happened (but not how much was done exactly). The white box shows the percentage of households that entered the 'Reduce Your Rubbish' challenge.

Influence of the campaign on respondents’ attitudes and behaviour

At this stage, it is important to reconsider the campaign objective. The main target of the campaign is to prompt a shift in attitudes and behaviour of segments of the population, especially of those previously identified as main targets for behaviour change, ie. ‘slipping greens’, ‘available to greens’ and ‘ambivalent to greens’. Consequently, those who are already doing a lot for the environment (target group for advocacy) and those who don’t care at all (closed minds), are less likely to change.

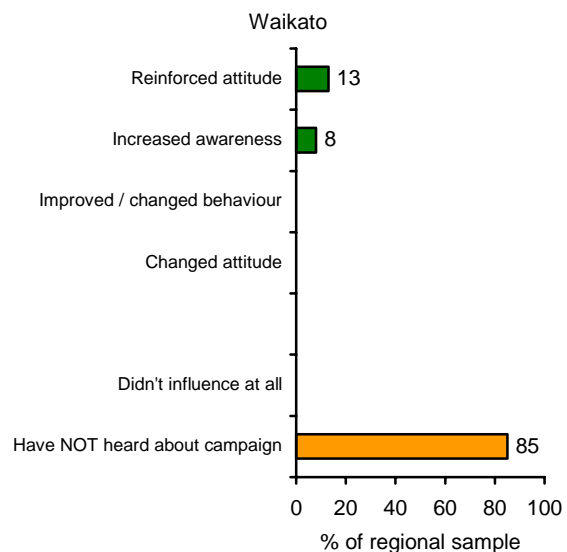
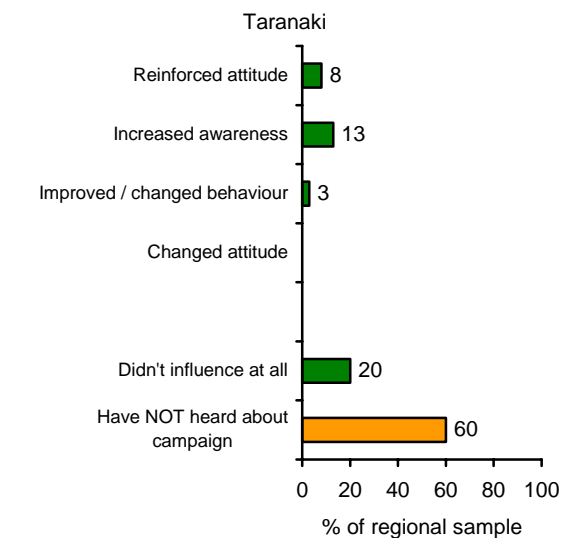
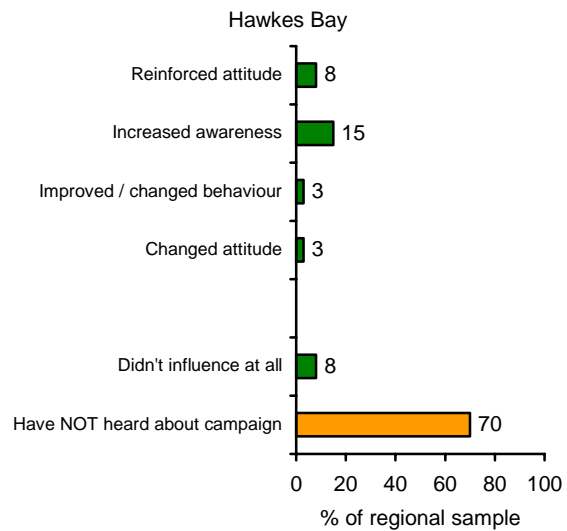
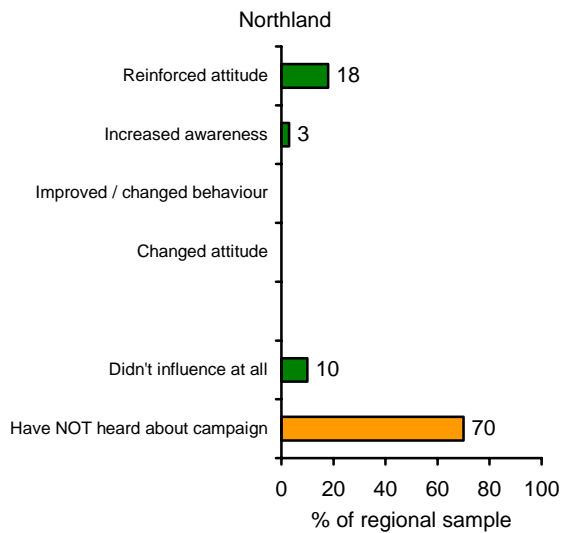
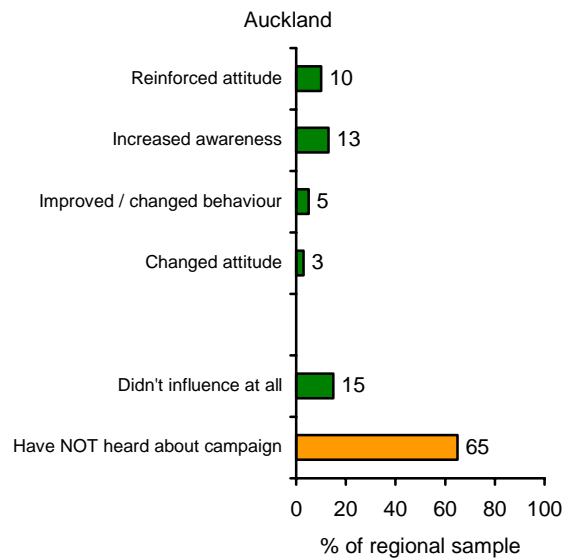
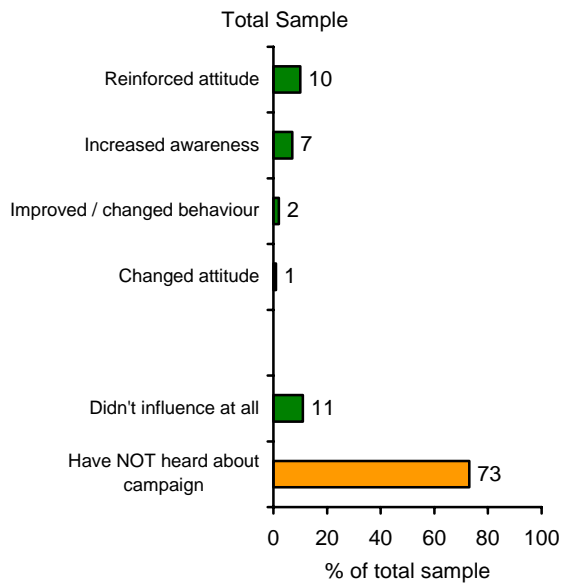
Overall, the influence of the campaign on respondents’ attitudes and behaviour was reasonably high. One in ten respondents mentioned that the campaign reinforced their attitude, with a further 7% thinking it increased their awareness. 2% actually say it improved or changed their behaviour, with another 1% stating it changed their attitude. This self-acclaimed behaviour and attitude change is in line with other sociable research we have conducted, such as ARC’s Big Clean Up monitor.

Extrapolating these results to the total population means that **up to 800,000 New Zealanders** were **highly receptive** to the campaign (eg. influenced their behaviour or raised their awareness), including **up to 80,000** (2% of the total sample) who claimed that they actually **improved / changed their behaviour**.



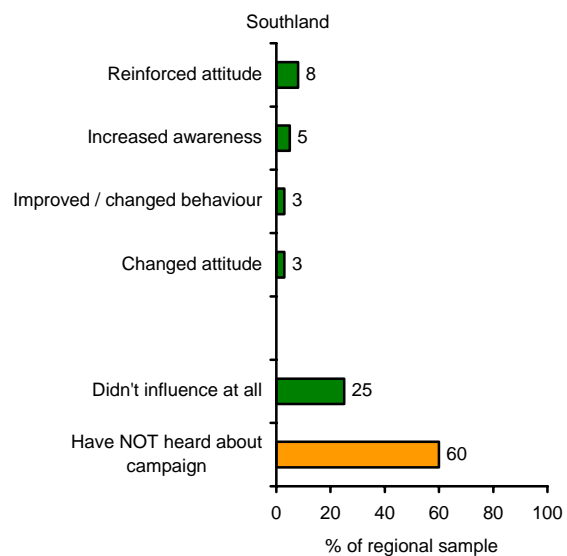
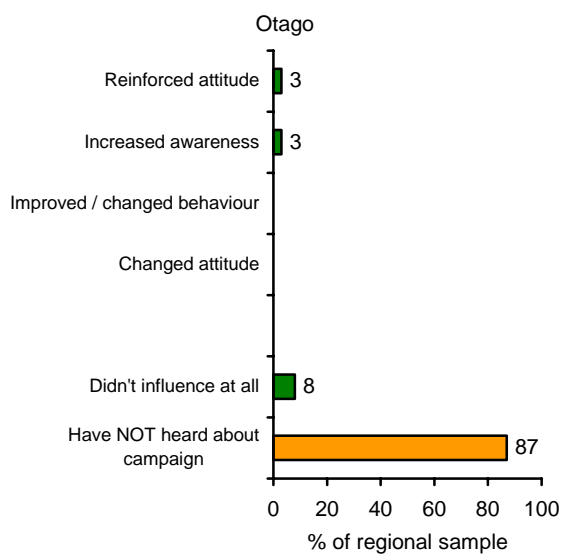
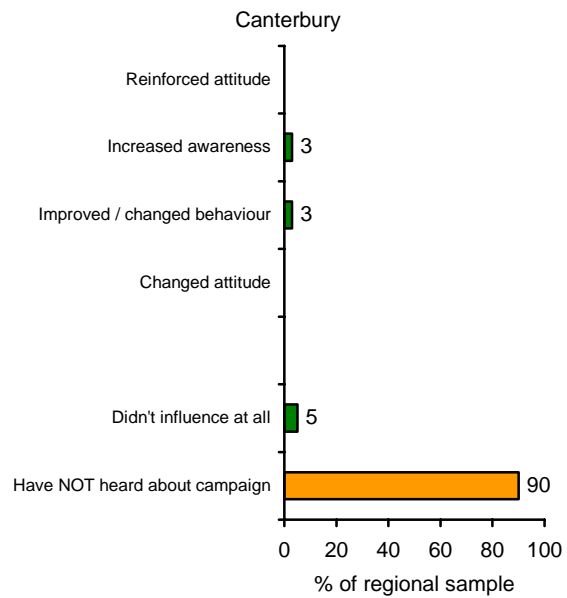
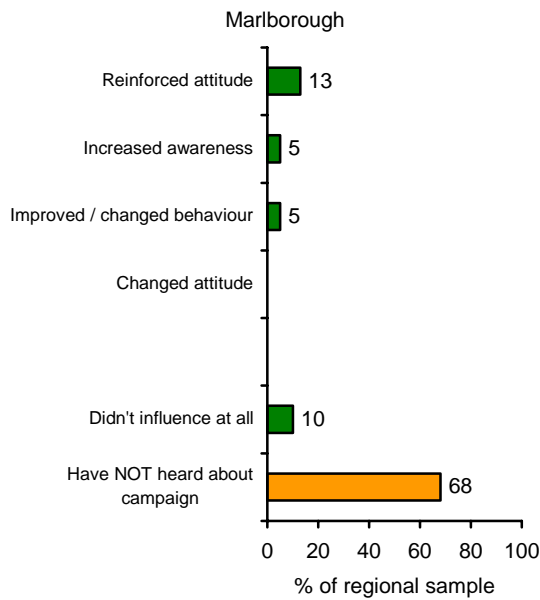
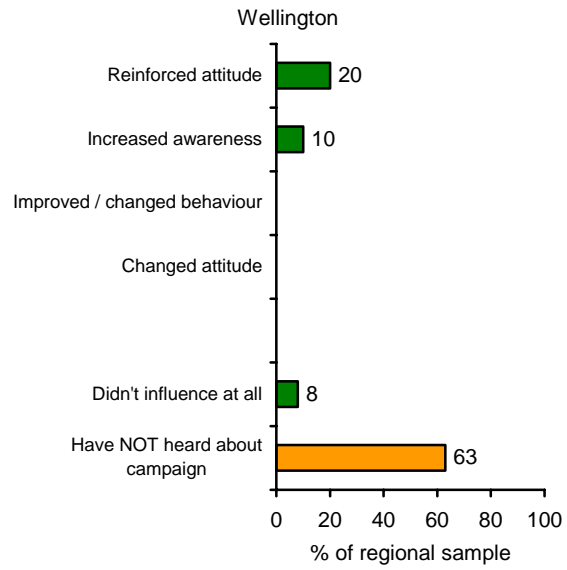
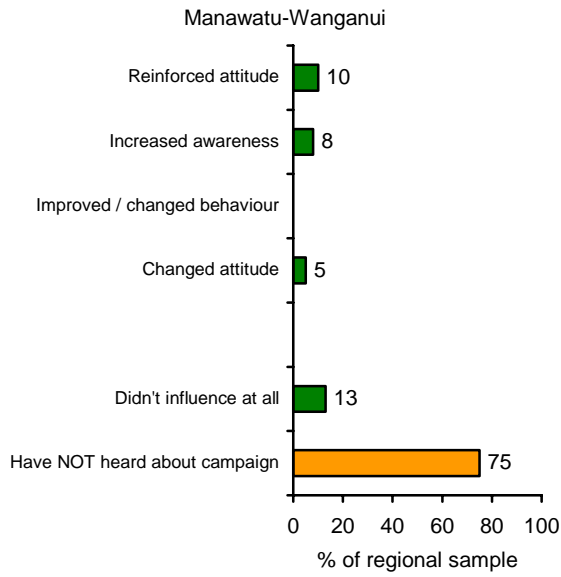
Note: Multiple answers possible

Influence of the campaign by Region



Note: Multiple answers possible





Note: Multiple answers possible



Appendix



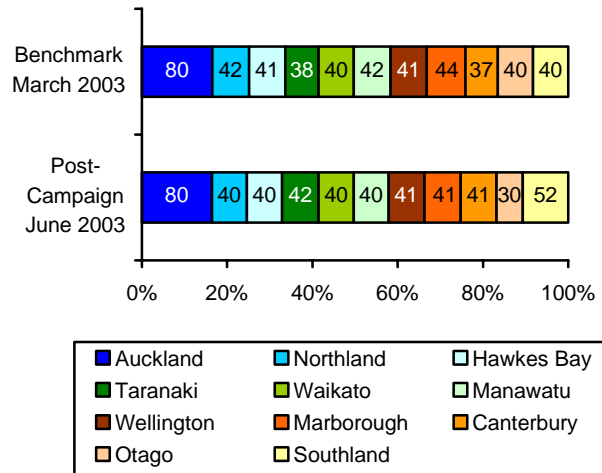
Sample Characteristics

This section details the characteristics of the respondents in both the benchmark and the follow-up survey.

Area

A quota of 40 interviews per region (plus 80 interviews in Auckland, which were down-weighted) per sweep was set to allow sub-sample analysis for each of the participating regions.

The chart shows the actual number of interviews within the 11 regions.



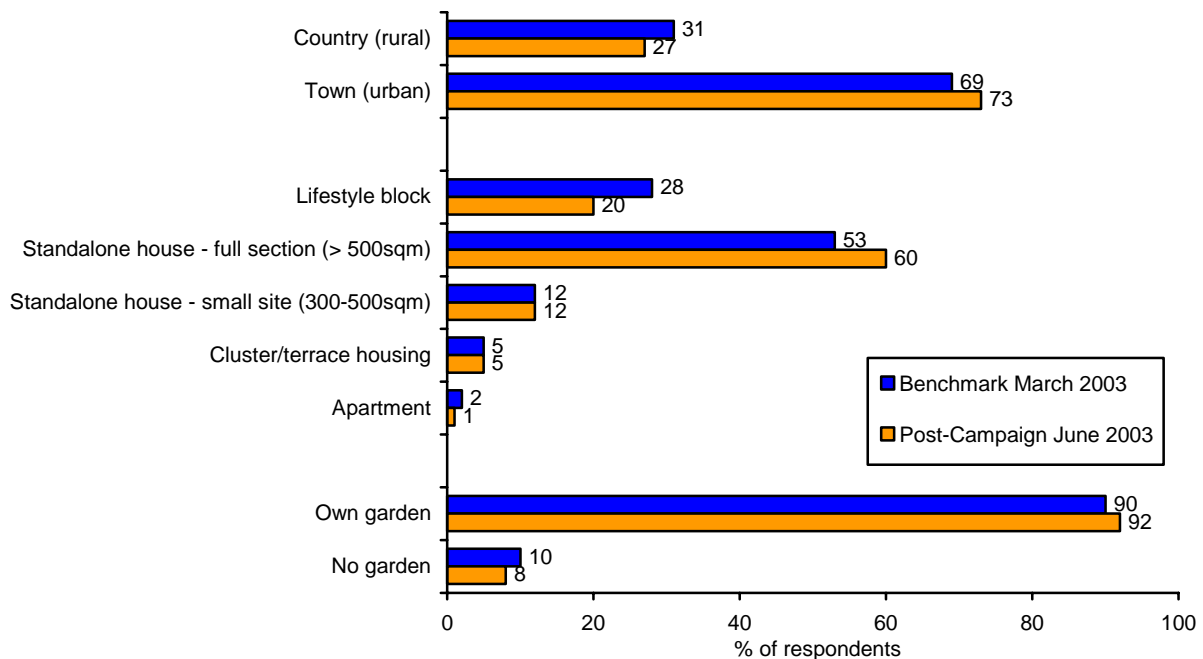
NB: When showing total figures in the analysis above, all regions were weighted equally. Other weightings can be undertaken.

Kind of property

Most respondents live in urban areas, with 69% in the benchmark and 73% in the post-campaign saying so..

More than half of the respondents, 53% and 60% respectively, live in a stand-alone house in a standard, full size section 600-800m²).

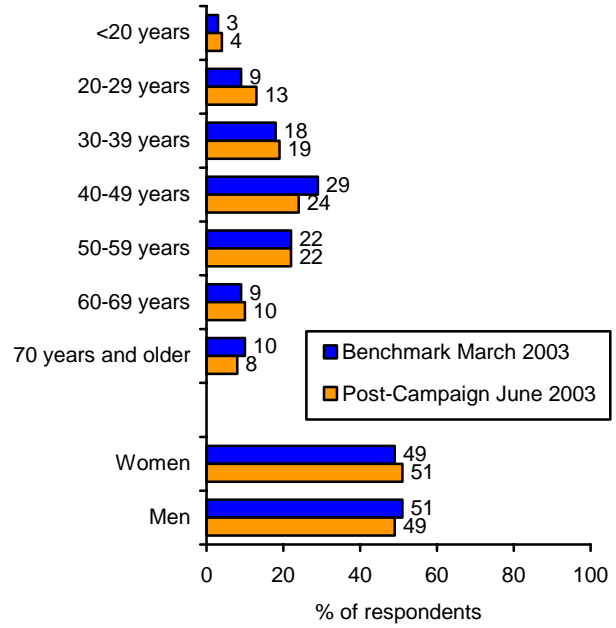
Almost all respondents, 90% and 92% respectively, have their own garden.



Age + Gender

Most respondents were between 30 and 59 years of age.

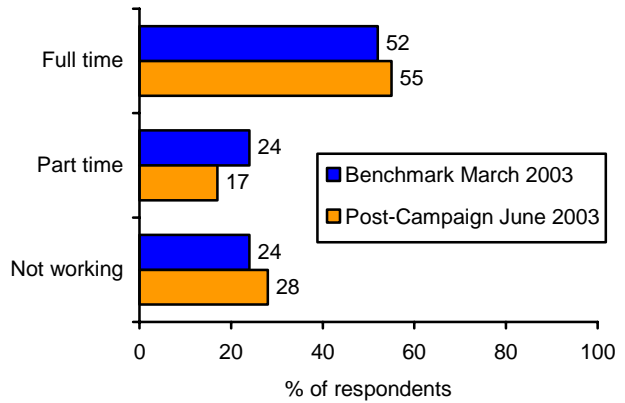
There was an even split between female and male respondents.



Work status

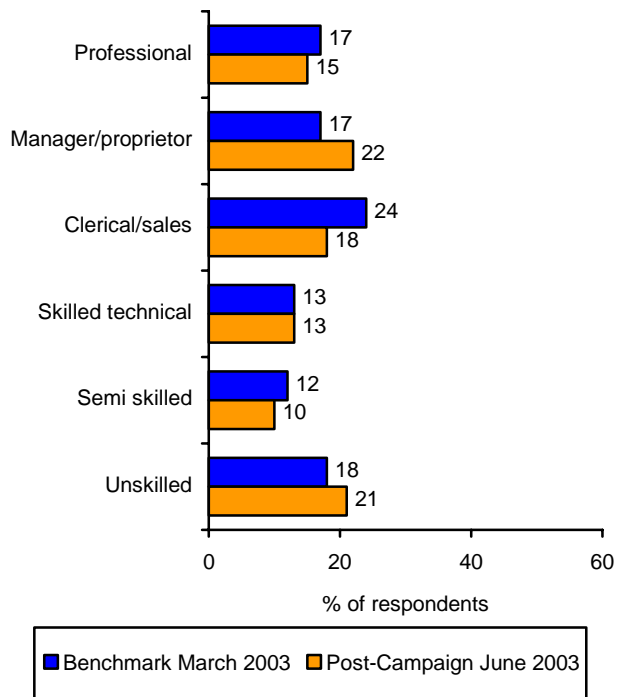
Just over half, 52% and 55% respectively, of the respondents work in full time employment.

Around one quarter, 24% and 28% respectively, are currently not working.



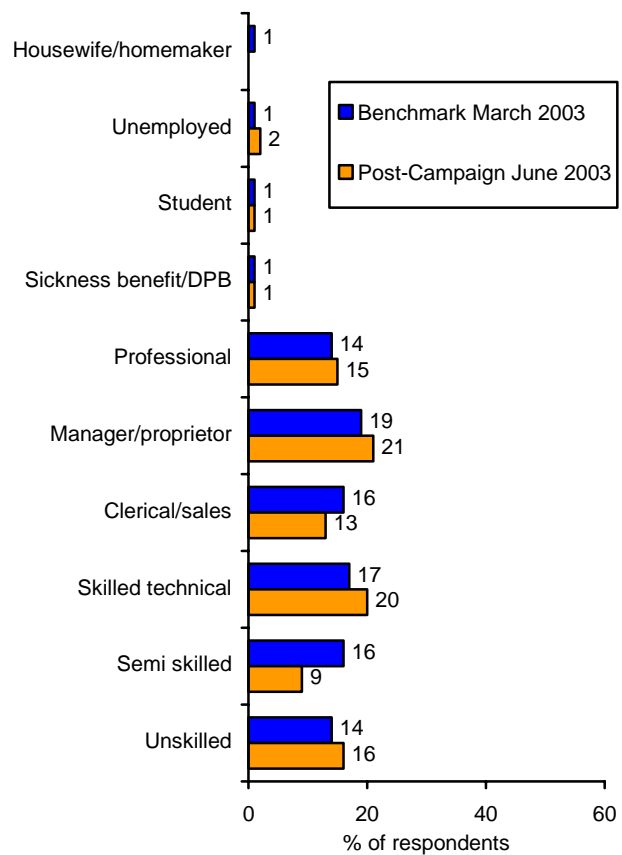
Respondents occupations

The most common occupations were Managerial roles (17% / 22%), Clerical/Sales (24% / 18%) and Unskilled (18% / 21%).



Main income earner occupation

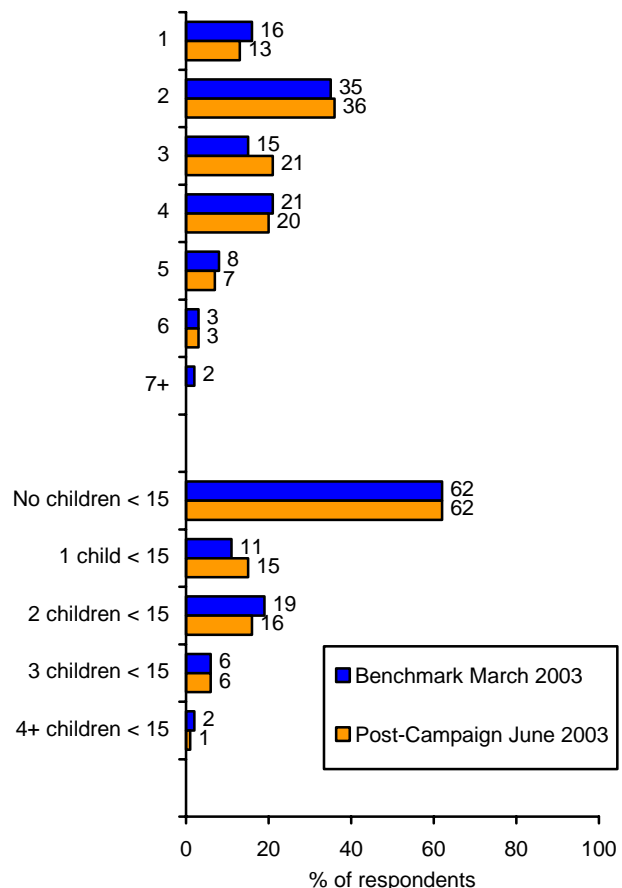
Main income earner occupations were managers/proprietors (19% / 21%) and skilled technical roles (17% / 20%).



Number of people and children under 15 years in household

Around one third of households, 35% and 36% respectively, consist of two people, while 16% and 13% respectively are in single person households.

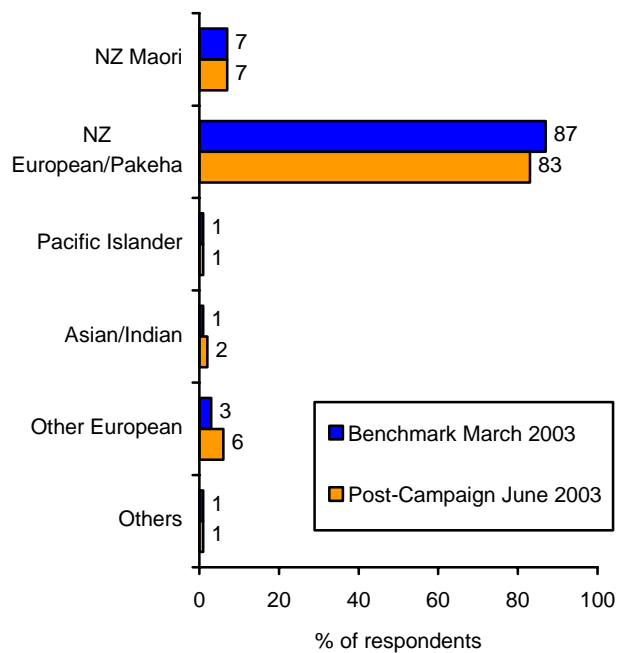
62% don't have children less than 15 years old.



Ethnic Group

The majority of the respondents, 87% and 83% respectively, consider themselves to be NZ European, with another 3% / 6% being other European.

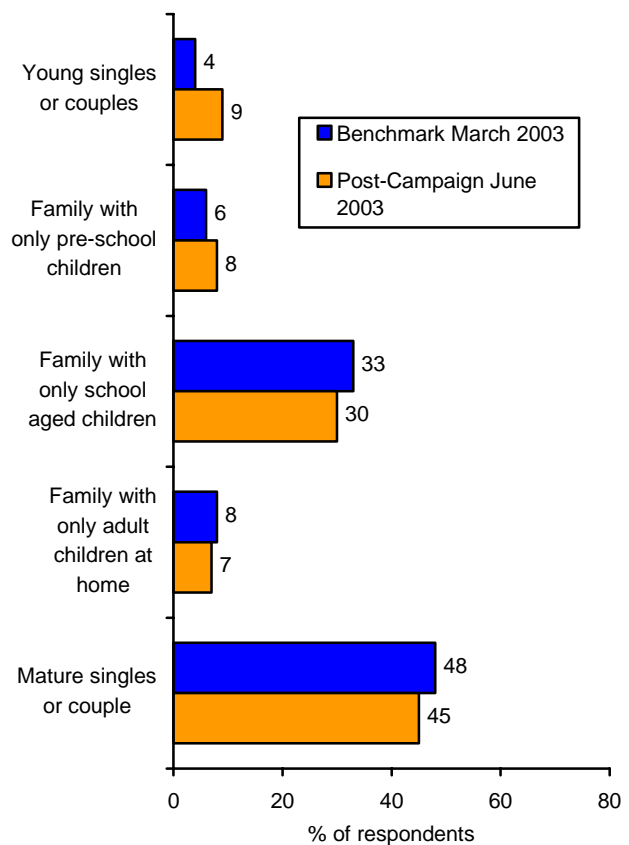
7% are Maori, 1% Pacific Islander and 1-2% Asian/Indian.



Household situation

Just under half, 48% and 45% respectively, were living in households with mature singles or couples.

The same amount, 47% and 45%, were in family situations, including one third with school children, 6-8% with pre-school aged children, and 7-8% with only adult children at home.



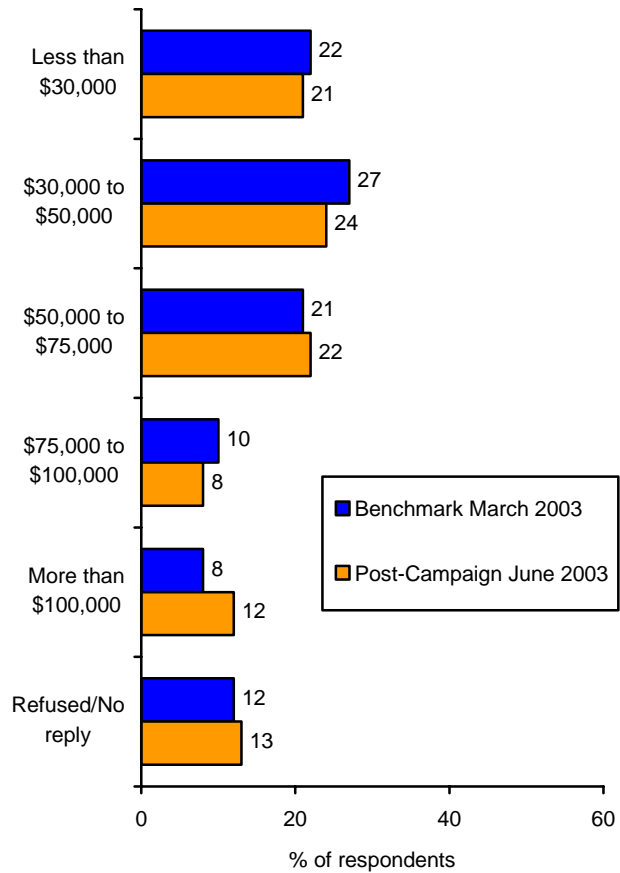
Annual household income

The chart opposite shows the combined household incomes of respondents.

21-22% earn less than \$30,000 pa, while one in four respondents, 27% and 24% respectively, earn between \$30,000 and \$50,000 pa.

Another 21-22% of respondents have household incomes between \$50,000 and \$75,000 pa, while one fifth, 18% and 20% respectively, earn more than \$75,000 pa.

12% and 13% respectively refused to disclose their income.





Questionnaire





JOB NUMBER 1637

AUGUST, 03

MfE Reduce Your Rubbish Questionnaire

REGION

Northland ----- 01	Hawkes Bay-----02	Taranaki ----- 03
Waikato ----- 04	Manawatu-Wanganui -- 05	Wellington----- 06
Marlborough ----- 07	Canterbury-----08	Otago ----- 09
Southland----- 10		

Auckland covered in the 'Big Clean Up' survey conducted for the ARC

Good morning / afternoon / evening. My name is Xxx from Research Solutions, the market research company.

This is a genuine market research survey. We are not selling anything, nor are we collecting contacts or sales prospects for anyone. Today we are conducting a survey about your local environment. This is an interesting survey about how people feel about their local area, environmental issues, and so on. The survey is being conducted for your Regional Council and the Ministry for the Environment.

QY Can you tell me first if you or anyone else in your household works for the Government, a Local or Regional Council?

IF **YES**, THANK & TERMINATE

QZ In order to get a good selection of people in our survey – not just the person who answers the phone – I need to ask to speak to the person in your household who had the last birthday. Can you tell me who that is please?

RECORD NAME: _____ ASK TO SPEAK TO HIM / HER.

REINTRODUCE IF NECESSARY

My questions will take about 10-15 minutes? **(BE HONEST ABOUT THE TIME)**

Would you have time now or would you prefer me to call back at a more convenient time?

RECORD TIME TO CALL BACK: _____

INTERVIEWER:

How many calls had been made to this telephone number before you got to speak to the selected respondent? **(CIRCLE A NUMBER)**

1 2 3 4 5 6 7 8 9+

RECORD TELEPHONE NUMBER CALLED HERE:

PHONED	0		—							
--------	---	--	---	--	--	--	--	--	--	--





RECORD INTERVIEW STARTING TIME:			:		
--	--	--	---	--	--

Q1 Our first question is regarding recycling services in your area.
 To what kinds of recycling services in your area do you have convenient access?
 (RECORD, PROMPTING FOR EXAMPLE)

Q2 We all know that different people have different lifestyles. I’m going to read out three types of lifestyles and I would like you to tell me what your general attitude or impression is of each particular one. Just give me a number from 1 to 7, where 1 means you feel very negative, and 7 means that you feel exceptionally positive about that type of lifestyle. How positive or negative do you personally feel about... (READ OUT AND CIRCLE ONE ONLY FOR EACH LIFESTYLE)

		Very negative		Neutral			Exceptionally positive	
a	A lifestyle where you consider the environment in almost everything you do	1	2	3	4	5	6	7
b	A lifestyle in which you consider the environment only when it's reasonable or practical to do so	1	2	3	4	5	6	7
c	A lifestyle which doesn't consider the environment	1	2	3	4	5	6	7





Now we want to ask you a few questions about your personal attitude regarding reducing rubbish in your local community.

Q3 Is REDUCING THE AMOUNT OF RUBBISH a major issue, minor issue or no issue at all for you?

- Major issue ----- 1
- Minor issue ----- 2
- No issue at all----- 3

IF CIRCLED 1 OR 2 ASK:

Q4 What do you think could be done to REDUCE THE AMOUNT OF RUBBISH and whose responsibility would it be to do so? (RECORD, PROMPTING FOR EXAMPLES)

Q5 And how much do you feel you are currently doing to REDUCE THE AMOUNT OF RUBBISH YOU PRODUCE? Do you think you do a lot, a little or nothing at all?

- A lot----- 1
- A little ----- 2
- Nothing at all ----- 3





Q6 Now I'd like you to think of your own day-to-day lifestyle and then to tell me which of the following best describes your current lifestyle. (READ OUT AND CIRCLE ONE ONLY)

- A lifestyle where you consider the environment in almost everything you do ----- 1
- A lifestyle in which you consider the environment only when it's reasonable or practical to do so ----- 2
- A lifestyle which doesn't consider the environment ----- 3

Q7 And how satisfied are you with that lifestyle choice? Please use a scale from 1 to 10, where a score of 1 means you feel your current lifestyle choice is completely unsatisfactory, and a score of 10 means it is perfect in every way. (CIRCLE ONE ONLY)

Completely unsatisfactory										Perfect in every way	Don't know
01	02	03	04	05	06	07	08	09	10	11	

Q8 Now, some things are very important, for example, for most people, the choice of who to marry, or whether to get married at all, is extremely important. On the other hand, there are many things that are much less important, for example which shoe you put on first in the morning. Can you tell me how important the environment is to you? Is it..... (READ OUT ALL OPTIONS, CIRCLE ONE ONLY)

- Extremely important ----- 1
- Very important ----- 2
- Quite important ----- 3
- Slightly important ----- 4
- Or not important at all ----- 5

Q9 Can you comment on how often you do each of the following?

Now, the first statement is <INSERT STATEMENT A-C FROM BELOW >. Have you done this at every possible opportunity, at most of the opportunities, at some of the opportunities, at a few of the opportunities, at none of the opportunities or did you have no opportunity at all? (CONTINUE UNTIL ALL AREAS ARE RATED BY R)

		AT EVERY POSSIBLE OPPORTUNITY	AT MOST OF THE OPPORTUNITIES	AT SOME OF THE OPPORTUNITIES	AT A FEW OF THE OPPORTUNITIES	AT NONE OF THE OPPORTUNITIES	HAD NO OPPORTUNITY
a	In the last fortnight I have consciously chosen to buy products with less packaging or with packaging that can be recycled	1	2	3	4	5	6
b	In the last fortnight I have used my household and garden waste to make compost	1	2	3	4	5	6
c	In the last fortnight I have recycled my paper, plastic, glass, cans	1	2	3	4	5	6





Q14 The ad campaign we’re interested in is the one currently being run by the Ministry for the Environment and your Regional Council, under the name of ‘Reduce Your Rubbish’.

Have you seen or heard anything about this particular campaign?

Yes ----- 1

No ----- 2 → Skip to Q18



Q15 How worthwhile do you think this type of campaign is? (CIRCLE ONE)

Extremely worthwhile ----- 1

Very worthwhile ----- 2

Quite worthwhile ----- 3

Slightly worthwhile ----- 4

Or not worthwhile at all ----- 5

Q16 Why do you feel that way?

(UNPROMPTED – USE PRE-CODED ANSWER GRID, TICK ALL MENTIONED)

Shows authority and responsibility	01
Has to be done	02
Improves behaviour	03
Important / Good for the environment	04
Raises Awareness	05
Educates people	06
Helps to prevent rubbish	07
Helps to prevent pollution	08
Other	
Negative feeling	90
Don't know	99





- Q21 What kind of home describes best the property you live in?
- Lifestyle block – a standalone house on a very large, semi-rural section ----- 01
 - A standalone house in a standard, full size section (600 –800m²) ----- 02
 - Standalone detached housing on small sites, e.g. infill housing (300 – 599 m²) ----- 03
 - Cluster or terrace housing –developments where housing is positioned close together, sharing amenities such as driveways, etc.----- 04
 - Low rise apartments, up to 4 stories----- 05
 - High rise apartments, 5 stories or higher----- 06
 - Other (SPECIFY)_____

 - Don't know ----- 99

- Q22 Do you have your own garden?
- Yes ----- 1
 - No ----- 2

- Q23 Which of these age groups are you in? (READ OUT AND CIRCLE ONE ONLY)
- Less than 20 years-- 1
 - 20 - 29 years----- 2
 - 30 - 39 years----- 3
 - 40 - 49 years----- 4
 - 50 - 59 years----- 5
 - 60 - 69 years----- 6
 - 70 years or more ---- 7
- DO NOT READ OUT: REFUSED ----- 8

- Q24 INTERVIEWER RECORD:
- Man -----1
 - Woman -----2

- Q25 Do you currently work in paid employment, either full time or part time?
- Full time-----1
 - Part Time -----2
 - Non working -----3 →Go to Q28

- Q26 What is your occupation? (RECORD, PROBING UNTIL CLEAR)
-





Q33 Can you tell me which of those categories best matches the total annual income of your whole household before tax? (READ OUT IF NECESSARY, CIRCLE ONE)

- Less than \$30,000-----1
- \$30,000 to \$50,000 -----2
- \$50,000 to \$75,000 -----3
- \$75,000 to \$100,000-----4
- More than \$100,000 -----5

Do not read out: Refused----- 6

RECORD INTERVIEW ENDING TIME:			:		
RECORD INTERVIEW DURATION IN MINUTES.....	minutes				

Thank you very much for your time. Could I please take your name and telephone number in case my supervisor needs to verify this interview as part of our routine quality control procedures.

RECORD RESPONDENT NAME		PHONE	0		-									
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Thank you. If you have any questions about this survey, you are welcome to ring our office, that's Research Solutions, on Auckland 535-5525, or on 0800-535 55 25 if you are calling from outside Auckland. My name is Xxx, and the company is Research Solutions.

CERTIFICATION

I hereby certify that this is a true and correct record of an interview conducted by me in strict accordance with my instructions, and the Market Research Code of Practice.

NAME: _____ DATE: _____

Sign here: _____ Interviewer identification code: _____

